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TEXAS EMPLOYERS'
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 DALLAS

McAx Welcomes CINERAMA to Texas



McAx is proud to welcome this new era of entertainment to Texas. Cinerama is acclaimed as the most dramatic addition to motion picture entertainment in 25 years! The Melba Theatre of Dallas will be the only theatre in the entire Southwest where Cinerama may be seen.

McAx is proud, too, to have been chosen to have a part in presenting Cinerama to Texans. It has been selected to beautify the ceilings of the Melba lobby with porcelain enamel and to enhance the marquee and lobby signs with this beautiful paneling.

Look for McAx beauty when you attend the opening of Cinerama on July 1.



ENGINEERS, DESIGNERS and MANUFACTURERS of PORCELAIN ENAMEL, PLASTIC and NEON SIGNS

Dallas PIONEERS



Established

1869 Padgett Bros. Company

Leather Goods—
Wholesale and Retail

1872 Dallas Railway & Terminal Co.

Street Railway

1872 Huey & Philp Company

Wholesale

1875 Dallas Transfer & Term. Whse. Co.

Warehousing, Transportation,
and Distribution

1878 National Bank of Commerce

Banking

1884 The Dorsey Company

Printers — Lithographers
Stationers — Office Furniture

1889 Austin Brothers Steel Co.

Steel for Structures of Every Kind

1889 J. W. Lindsley & Company

Real Estate and Insurance

1893 Sparkman-Brand, Inc.

Morticians
Originally, Loudermilk,
Broussard and Miller

1896 Briggs-Weaver Machinery Co.

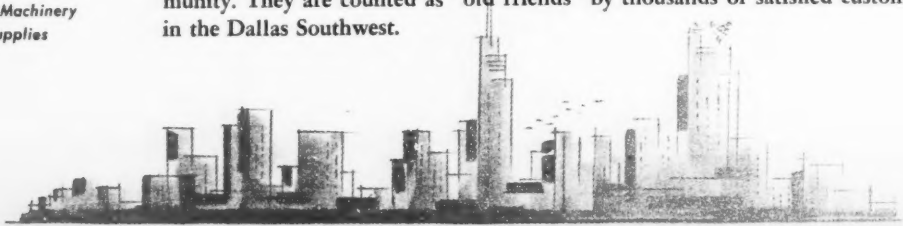
Industrial Machinery
and Supplies



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1900 The Murray Co. of Texas, Inc.

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Boston Gear Works Division 1887
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Agricultural Implements

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Burglar Alarm, Fire Alarm
Radio Patrol Service

1904 T. A. Manning & Sons

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Fire — Casualty

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Elevators

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Barbecued Meats

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Food Brokers

1912 Stewart Office Supply Company

Stationers — Office Outfitters

1914 Texas Employers Insurance Ass'n.

Workmen's Compensation
Insurance

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DALLA

Dallas

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THOMAS J. McHALE . . . Advertising Manager
L. J. MORIARTY Advertising Associate
DANA RIDDLE Editorial Assistant
RITA GOODBERLET . . . Advertising Assistant

Member, Society of Associated Industrial Editors; International Council of Industrial Editors.

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, WHICH IS SERVED BY DALLAS

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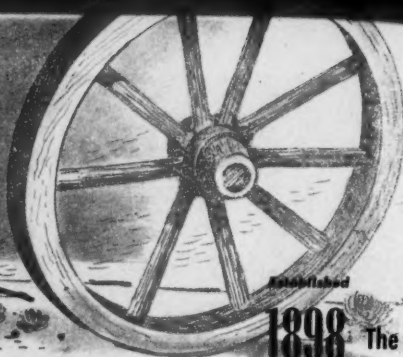
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		Retail Market	R. C. Dolbin
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		Transportation	Sam Goodstein
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Stores Mutual Protective Association	E. P. Carpenter	RA-4853
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Mr. Executive: *Have you considered an Employee Pension or Profit-Sharing Plan?*

Business concerns now operating Employee Pension and Profit-Sharing Plans report increased efficiency on the part of employees, decreased labor turnover, improved morale, and other benefits. Tax advantages, permitting liberal deductions from gross income for employer contributions, make such plans a low-cost investment for a business.

The advice of an experienced employee benefit consultant and the service of this bank's Trust Department will prove valuable to you in considering the advantages of an Employee Benefit Trust for your

business. Your lawyer, of course, must advise you respecting the legal phases of any plan.

Without obligation, telephone or write to the Trust Department for additional information, or invite us to arrange a discussion between you, your attorney, the employee benefit consultant of your choice, and a member of our Trust Department staff. Our booklet "Pension and Profit-Sharing Fundamentals" will be invaluable in your consideration of an Employee Benefit Trust.

1st

Trust Department

NATIONAL BANK in Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



Indo-China: The Black Dawn

THERE is an atmosphere of cynicism in Washington these days which hangs like a pall over the patriotic and thinking citizenry of this sensitive Capital City, and the reason for it is not difficult to understand. During the past several weeks the political stage has been pre-empted by as dismal a spectacle of pettiness and puerility as has debased the dignity of a great nation in many a year, while behind the curtain of these critical times, shunted to one side and all but ignored, a drama of profound importance to the future of the free world has been grimly and inexorably developing.



DALE MILLER

As to the Army-McCarthy hearings, the less said about them at this late hour the better. The issues which precipitated the controversy were unimportant to begin with, and soon became pointless, yet they were paraded before the world *ad infinitum* and *ad nauseam*, at a time when the world was parading before us a panorama of deep significance to our destiny, and it went virtually unheeded before our eyes. Whatever may be said for and against the Army-McCarthy hearings and the curious personalities involved in them, the basic tragedy of the controversy lay in the sorry spectacle we presented nakedly before the world, and in the diversion of the attention, not only of our nation's leaders but of the people generally, from the serious problems, such as that in Indo-China, which should have commanded our most earnest consideration. We have been listening to the magpies, when we should have been watching the vultures.

This is not to say that the Administration itself has been neglectful of its responsibilities in the crisis in Indo-China. Secretary Dulles and others have been working desperately around the clock in Geneva and elsewhere, trying to find some

solution to the most serious diplomatic problem which has plagued the free world since Munich. But they have been working in a vacuum of almost futility and despair, with little real awareness among their own people at home of the gravity of their problem, and thus with little substantial ballast for the trial balloons they have released in the troubled skies of diplomacy.

Indo-China has been regarded loosely by our people as another Korea, when actually the two situations are different in more respects than they are comparable. Except for a common enemy, the problems are dissimilar. Indeed, the dissimilarities which we have not yet fully recognized are responsible for much of the confusion in the minds of our people which has handicapped our diplomacy abroad; and the antics indulged in by our leaders on Capitol Hill has not been conducive to any public enlightenment on the serious problems which confront us.

The Korean emergency was quickly grasped and easily understood by our people because it was precipitated abruptly by a frontal assault, much in the manner of Pearl Harbor, whereas the Indo-China crisis has been slow in the making. In Indo-China the menace has been a creeping and insidious thing, developing like a cancer from the nuisance of a little colonial war into a malignant evil in the organism of the free world. The Korean War was primarily one of principle, with the forces of freedom being compelled to take a stand against aggression; but the stakes in Indo-China are not only ideological but materialistic, with a wealth of raw materials and the destiny of the governments of contiguous states hanging precariously in the balance. In Korea the conflict was confined to a mere fingertip of land on the extremity of a vast continent, but in Indo-China the struggle is not so geographically circumscribed.

There are many points of difference between the problems in Korea and Indo-China, and each instance of contrast

serves only to emphasize the complexity and gravity of the Indo-China dilemma. It is developing into the most critical situation which has yet confronted the post-war world, and the stake of free nations in its solution is inescapably the concern of the United States, for, since Korea, no one suffers the illusion that the free world means anything else than predominantly the U.S.A. In one way or another this little war, this jungle war, this war across the world, will become our own—unless some miracle of diplomacy can be contrived to contain it where it is.

Under the circumstances, there is a distressing need for the widest possible understanding among our people of the gravity of this problem. It is a problem which cannot cure itself, nor can it be solved by ourselves or others so long as inertia and confusion exist with respect to it. The Administration has the immediate obligations to enlighten the people as to what policy should be pursued, and to

Our war across the world: The magpies at home are less important than the vultures abroad.

develop a bi-partisan support of such policy in Congress; despite all the good efforts expended thus far on this serious problem, neither of these elementary obligations has yet been fulfilled. And there is an obligation on Capitol Hill, too—an obligation of statesmanship, that indestructible element of leadership which presumably has survived even the enervating trivia of recent experience.

There is little disposition among responsible leaders in Washington to allow Indo-China to become another Korea, in the sense of committing American land troops in large numbers to the conflict, if only because we have no nearby bases, as we had in Korea, from which to keep them supplied. The direction in which our diplomacy is taking us is toward the formation of an alliance of nations in Southeast Asia, bulwarked by the support of the western world, designed to contain the Communist aggression within Indo-China, even if Indo-China itself should be lost. But whatever course we follow, that course must be made to succeed. For out of the night of this little war, far across the world, could come the black dawn of a fearful future for the free world, a dawn coming up like thunder out of China across the bay.

State Fair Musicals Aid Dallas Nationally



JACK BENNY



SHEILA BOND



DON AMECHE

GALE STORM



By Charles R. Meeker, Jr.

DURING the past year, the State Fair Musicals have been the subject of feature articles in such leading national publications as *This Week Magazine*, *Theatre Arts*, *People Today*, *Movies*, *Motion Picture*, *Photoplay*, *Modern Screen* and leading syndicated columns. And the musicals are constantly receiving requests for information from leading newspapers which we have considered far out of our territory.

Our boxoffice records show that mail orders for the 1953 season were received from 23 states and 491 different cities. And that out of the 235,000 people who attended the 12-week season last year, more than 40 per cent were from out of the city.

These facts are both gratifying and frightening to the musicals. For while they show that the quality of the productions have paid off in national prestige for Dallas as well as dollars from out-of-town visitors, they indicate that perhaps the rest of the nation is more interested in the State Fair Musicals than the people of Dallas for whom primarily they are produced.

Perhaps the growth of the musicals has been too steady to have created the excitement necessary to a great swell of civic pride. During the past 13 years they have evolved from an old-fashion operetta operation with adequate road-show casts to the most important theatrical movement outside of New York. Such stars as Jose Ferrer, Jack Carson, Joan Bennett, Debbie Reynolds and Arlene Dahl—not counting this year's stars—would not have risked making their musical comedy debuts in Dallas had they not been assured of national attention and, more important, a production of top Broadway calibre.

Yet, while the nation watches Dallas and the State Fair Musicals, for some inexplicable reason, Dallas seems to be

blissfully unaware of what takes place in its own great theater, the State Fair Auditorium. It is a frequent occurrence, rather than an exception, when actors riding to the auditorium are asked by cab drivers what is going on out there. Hotel restaurant and even department store employees seem to be unable to give out-of-town visitors the simplest information about the musicals. We spend money placing ads in the newspapers and other local publications and the editorial pages give us their support, but so far we haven't reached the hearts and minds of the people who are so fiercely civic-minded in most things pertaining to Dallas.

The State Fair Musicals belong to Dallas. Perhaps the phrase "non-profit" is too cold and impersonal to put across this truth but the fact remains that out of the \$450,000 spent to produce the finest summer theatrical season possible, not one cent profits anyone but the citizens of Dallas. Any profit is put back into improving the quality of the musicals and any deficit is born by the State Fair Musicals, Inc. The musicals have never solicited funds and they never will. But as their spokesman, we are soliciting the moral support of every Dallasite.

Comparisons are never too good, but I would like briefly to outline what a visit to St. Louis is like during their summer opera season. About one hour before performance time, suddenly all streets leading to Forest Park, home of the St. Louis Municipal Opera, become one way to speed the crowds to the performance. Diners in all restaurants and hotels are asked if they are going to the performance and their service is speeded up to get them to the park on time. In short, the entire town is "geared" to the musicals.

We do not expect the traffic department suddenly to pinpoint the State Fair Auditorium with one-way streets. These things

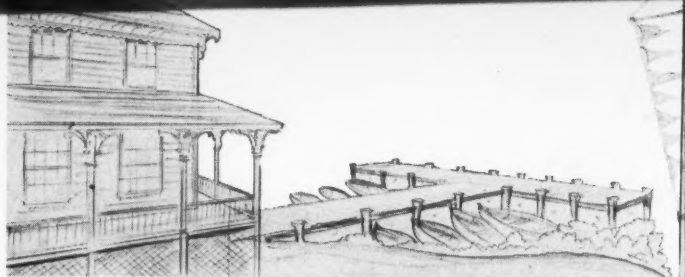


SET DESIGNER Peter Wolf marks his eighth season with State Fair Musicals this year. All sets illustrated are his design.

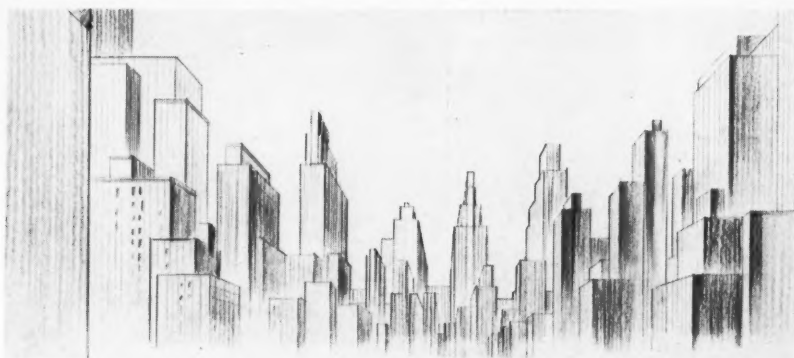
in St. Louis have grown with 36 years. But we feel that there must be some way to make Dallas more aware of its great commercial and artistic attraction. And as in all things, the best first step is at the top—with the men who guide the business lives of the thousands of salaried workers in Dallas.

Most organizations, consciously or unconsciously reflect the personality of the men who lead them. And if these men are fired with enthusiasm for the value of the State Fair Musicals, this enthusiasm will spread to every employee.

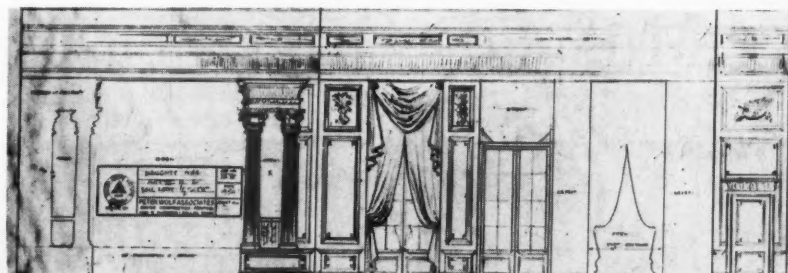
The musicals earnestly solicit the support that assures their continued greatness.



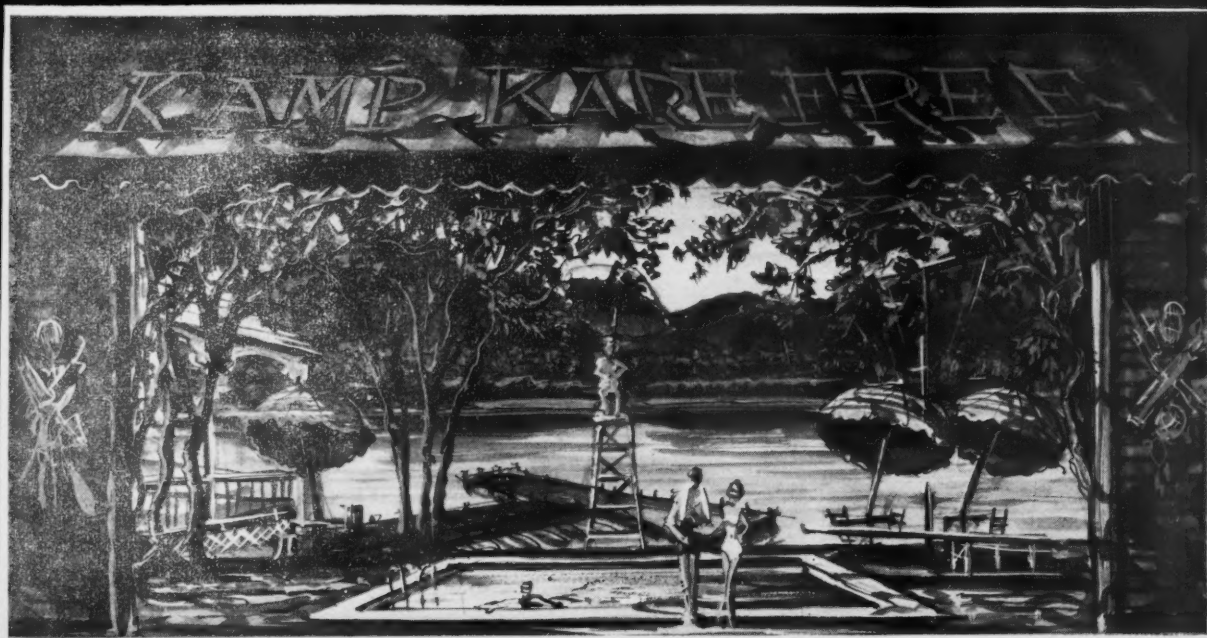
LAKE SCENE, above, helps set the stage for "Wish You Were Here" action.



ON THE TOWN will be "Hazel Flagg" as backdrop sketch above shows. The ballroom pieces below are stage make-up for "Naughty Marietta."



SET TO MAKE A SPLASH includes a real 20 by 8-foot swimming pool for the State Fair's second musical.





"WONDERFUL TOWN" will star John Tyers with Imogene Coca.

Musicals Offer Season's Ticket Packet



MAY 24 marked the opening of the State Fair Musicals season ticket sale for new patrons. Also on that day almost 400 singers auditioned for the 1954 singing ensembles.

Season tickets may be ordered by mail or selected at the downtown box-office, 1315 Elm. Not only do the new season ticket patrons receive the special discount of all six shows for the price of five, they automatically are put on the priority list for all subsequent State Fair Auditorium attractions. The priority shows for 1954 include "The King and I" during the October State Fair and the Marge and Gower Champion Cotton Bowl Week Show.

Renewals from 1953 season ticket holders are up 10 per cent because of the increased number of tickets ordered.

STARRING in four of the season's six musicals are, left above, Richard Allan of "Wish You Were Here" and Pat Crowley of "Hazel Flagg," and below, Vivian Blaine, "Panama Hattie," and Jim Hawthorne, "Naughty Marietta."

From Benny to Marietta, Musicals Offer Variety.

THIRTEEN years ago the State Fair of Texas first offered Dallas and its Southwest neighbors a season of summer entertainment known as the Starlight Operettas. From the Starlight Operettas the summer season has progressed to the State Fair Musicals, a summer season that equals Broadway in calibre, scope and stars.

To assure the thirteenth season the "luck" that traditionally is its due, managing director Charles R. Meeker, Jr., has assembled six hit productions, each cast with top Hollywood, television and Broadway stars.

The inimitable Jack Benny will open the season June 14 with his own revue. The all-time great comedian has surrounded himself with such talent as Sammy Davis, Jr., and the Will Mastin Trio, songstress Gisele MacKenzie, who is seen and heard each week on "The Hit Parade," the Stuart Morgan Dancers and others.

On June 28, "Wish You Were Here," one of Broadway's latest and most conversational hits, will open. Boasting a real 20 by 8 foot swimming pool, "Wish You Were Here" brings to Dallas radio and television's star of "My Little Margie," Gale Storm. As the romantic lead will be Richard Allan, singing and dancing star from Twentieth Century Fox. From the original Broadway cast will be Sheila Bond, Sidney Armus and Sammy Smith. William Thourlby, son of the famous athlete Jim Thorpe, will also be in the cast.

Three motion picture stars will head the cast of "Hazel Flagg" when it opens July 12. They are the two veteran actors Don Ameche and William Frawley and a new find, Pat Crowley. Pat has been starred in such recent hits as "Forever Female," "Red Garters" and the Martin and Lewis movie "Money From Home."

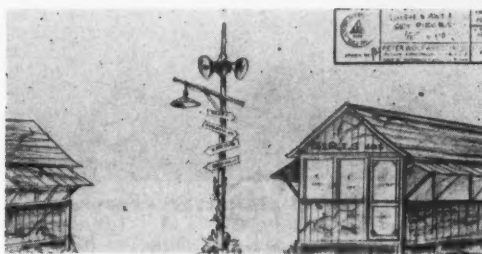
Patrice Munsel will take the title role of "Naughty Marietta" for the season's fourth production, July 26. The favorite operetta will have such former Dallas favorites as Jim Hawthorne, Howard Morris, Paul Ukena and Ralph Bunker, all having appeared in previous musicals.

"Panama Hattie" also returns three favorites in starring roles. These are Vivian Blaine, Buddy Ebsen and Arthur Treacher.

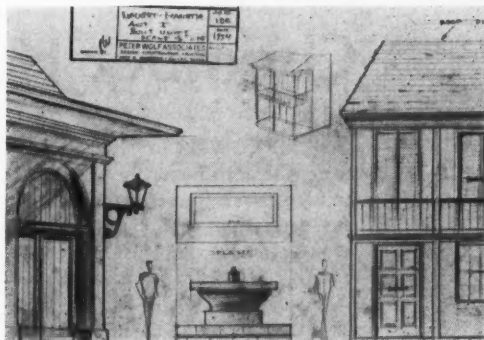
The last and perhaps the most exciting show of the season will be "Wonderful Town" which will open August 23. The musical's presentation will mark the first time that a summer season has presented a show concurrently with its Broadway run. In the leading role will be the one and only Imogene Coca.

The staging again will be under the direction of George Schaefer. Franz Allers will return as musical director and for the eighth season, sets will be by Peter Wolf. New to the production staff will be choreographer Edmund Balin.

PORTAL for Panama Hattie's riotous adventures.



CAMP KAREFREE set pieces for "Wish You Were Here" contrast sharply with formal "Naughty Marietta" stage units, below.



EARLY AMERICAN BACKDROP depicts New Orleans for Victor Herbert's "Naughty Marietta."





ASSOCIATION LEADERS Karl Hoblitzelle, left, and Jerome Crossman, right, talk with Reverend E. C. Estell and R. A. Hester, insurance man.

Families Now Occupying Chamber Housing Units

CROWDS of Negro and white citizens swarmed over the Hamilton Park housing development this month to hear the dedication ceremonies and inspect homes already completed and sold.

Fifty of 600 homes planned for the park were completed by dedication time and families listened to Dallas civic leaders speak hopefully of more homes in the future, then moved their belongings into the comfortable two and three-bedroom houses.

The 173-acre tract located on Forest

Lane, just east of Central Expressway, is the culmination of three years of labor on the part of the Dallas Citizens' Interracial Association, headed by Dallas Chamber President Jerome K. Crossman.

Land was purchased of funds advanced by the Hoblitzelle Foundation. The Interracial Association was formed after dual committees were named by the Dallas Citizens Council in May, 1950.

The two committees reported the needs of the city for a new development where Negroes could buy homes at a reasonable



THE ASSOCIATION PRESIDENT shows Director Fred Florence the location of a proposed shopping center.

figure. They recommended the organization of the Dallas Citizens' Interracial Association.

Mr. Crossman was elected president of the new group and John E. Mitchell, Jr., and R. L. Thornton, Sr., were named vice presidents. The group also elected Louis Tobian, secretary; Ben H. Wooten, treasurer, and M. J. Norrell, executive secretary.

Directors named by the group included Nathan Adams, Waller C. Boedeker, Fred F. Florence, S. J. Hay, John T. Higginbotham, Sam W. Hudson, Jr., J. L. Latimer, Stanley Marcus, John W. Rice, R. D. Suddarth, Mr. Crossman, Mr. Mitchell, Mr. Thornton, Mr. Tobian and Mr. Wooten.

The association recommended five developments in the drive for proper housing for Negroes. One of the recommendations was for an area such as Hamilton Park. All the recommendations now have been completed or are in the development stages.

Homes in Hamilton Park sell for \$7,750 (two bedrooms) and \$8,950 (three bedrooms). A shopping center, schools, park and various churches are planned for the future.

The subdivision is being developed according to municipal standards with paved

EXECUTIVE SECRETARY M. J. Norrell conducts a tour of the new homes in Hamilton Park. Here Mr. Norrell points out a kitchen.



INSURANCE MAN R. A. Hester notes a "sold" sign with Mayor R. L. Thornton and Farmer Mayor J. B. Adoue.





THE CROWD BEGAN to form early for dedication services at the new Hamilton Park Addition on Forest Lane near Central Expressway.

streets, water and sewer services and all utilities.

Monthly payments on the homes range from \$45 to \$50 per month following a down payment of \$650 to \$900. Down payments are to be reduced shortly to allow more families to participate.

Families formerly situated in the area south of Love Field now being evacuated to allow for airport expansion are being given first priority to buy in the new area.

Work has begun on 60 more houses at the project. At the time of dedication, 70 per cent of the new houses had been sold without any concentrated effort, Mr. Crossman announced.

In dedication services Mr. Crossman presided.

Mayor R. L. Thornton called the dedication of the park "the dawn of a new day in Dallas."

"A well-balanced city is one which serves all its people—whether in the downtown section with its big projects, in the

suburbs or in projects of this kind," the Mayor said.

Former Mayor J. B. Adoue, Jr., praised "men like Jerome Crossman and Karl Hoblitzelle who had this wonderful thought."

The former mayor and president of the National Bank of Commerce said the best part of the project was that it is not a charitable institution.

"Here people pay their own way and buy their property like anyone else. The Lord helps those who help themselves," Mr. Adoue said.

Dr. L. G. Pinkston, Negro physician, delivered the invocation at the ceremony. Dr. Pinkston praised the members of the committee who "have planned so well and worked so diligently in bringing the open-

ing to fruition to serve a segment of Dallas citizens in family home life."

Karl Hoblitzelle said he hoped these hundreds of homes will be only the beginning.

"I want to see thousands of new homes like this," Mr. Hoblitzelle said.

Fred F. Florence, another director of the association, said homeowners are better citizens.

"And," said Mr. Florence, "homeowners, as taxpayers, take more interest in their government—and more interest means better government."

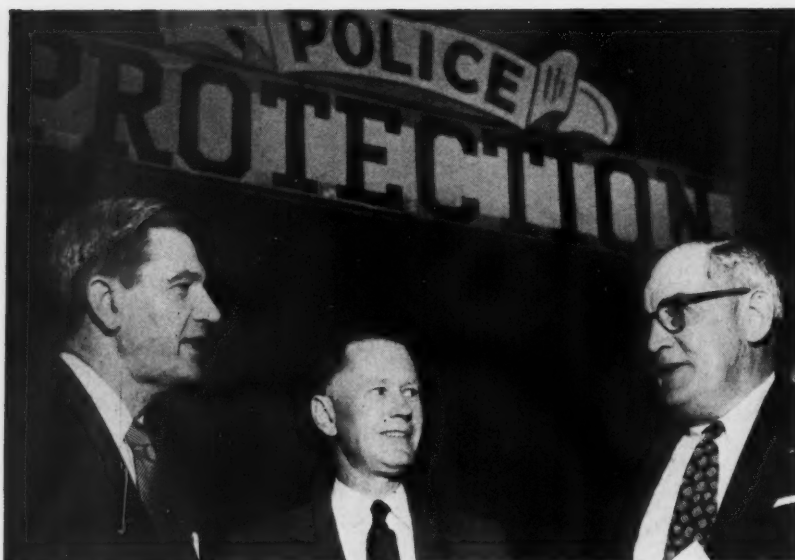
R. A. Hester, Negro insurance man and grand chancellor for the Texas jurisdiction of Knights of Pythias, noted that the completed homes were of modest price, yet of magnificent appointments.

PHYSICIAN J. R. Williams and family inspect one of the new homes. Little Joey takes a peek through the window.



HOUSTON PRUITT and his wife get an assist in hanging curtains from a niece, Phillipa Sunday, in the Pruitt's new home.





THREE PRINCIPALS in the Citizens' Traffic Commission annual meeting were C. A. Tatum, chairman of the highway committee of the Dallas Chamber of Commerce; DeWitt C. Greer, state highway engineer, and L. H. Ridout, Jr., chairman of the Citizens' Traffic Commission.

Dallas Citizens Honor Law Enforcement Team

CITY and County law enforcement officers gathered in April for the eighth annual awards banquet of the Dallas Citizens Traffic Commission in the Baker Hotel's Crystal Ballroom and heard DeWitt C. Greer, state highway engineer, call for more expressways to handle increased vehicle traffic.

Mr. Greer noted that Central Expressway, running north and south, soon would be completed throughout the county and added that all efforts should be applied to completing the East-West controlled access highway.

"We must apply all our efforts to the accomplishment of the U. S. Highway 67 Expressway across Dallas from the Buckner Orphans Home area to the Wynne-wood area," Mr. Greer emphasized.

The engineer furnished figures showing that an expressway actually costs little,

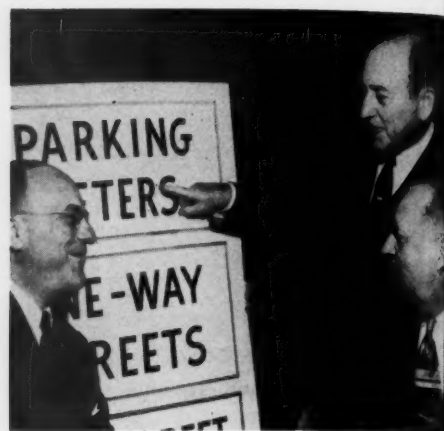
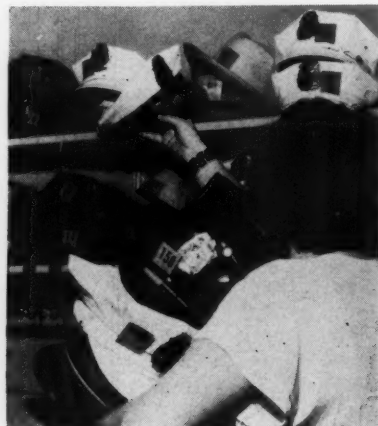
if any, more per vehicle mile than an ordinary trunk highway.

He also lauded the work of city and county officers in their handling of traffic under present conditions.

More than a score of awards and medals were handed out at the big banquet honoring police officers and sheriff's deputies.

Citizens Traffic Commission awards went to James E. Bramhall, E. E. Carlson and Griffith R. Cathey in the service division of the police department.

POLICEMEN'S HATS by the score filled the check room.



THE PRESIDENTS of the three civic organizations were seated at the head table. Left to right are Jerome K. Crossman of the Dallas Chamber of Commerce, J. Woodall Rodgers of the Greater Dallas Planning Council and J. L. Latimer of the Dallas Citizens Council.

In the traffic division, Jack Revill, R. H. Winters and W. A. Bolton, were in one, two, three order. M. H. Brumley, Leroy Trice and W. F. Dyson won radio patrol honors and Detectives H. H. Stidham, J. C. Slovak and T. P. Wells were winners in the criminal investigation division.

Sheriff's Deputies Charles Harris, H. E. McHugh and J. H. Parks took honors in the county.

Awards were for \$100, \$75 and \$50 respectively for the first three positions in each group. In addition, watches were presented to the wives of each winner and each first place officer. The watches were furnished by Sanger Bros., Texas Wholesale Jewelry Company, Linz Bros. and Arthur G. Everts Company.

Other officers honored were Capt. John Daniel, Officers H. L. Dawson, M. L. Morgan, J. H. Dorris, Charles H. Cavender, Edward Johnson, Don E. McElroy, R. H. Huber and B. C. Garrison.

AWARDS CHAIRMAN Tom McHale shows the largest trophy to Police Chief Carl Hansson and Sheriff Bill Decker.



THE GRAND BALLROOM of the Baker Hotel was the scene of the meeting.



Air Conditioners Set National Standards

JUST thirty years ago, the first air conditioning installation in Dallas set in motion a series of events that has made the city one of the most completely air-conditioned cities in the nation and one of the most important centers for a new industry.

In 1924 the Palace Theater became the sixth motion picture house in the country that could boast about the comfort of an air-conditioned movie.

A year later, Titche-Goettinger Company found out that low temperature as well as low prices could be a potent force in luring customers.

Today, as one of the nation's most important distribution points for air conditioning, Dallas is pioneering another development in standardizing sales practices. The Dallas air conditioner industry, in cooperation with the Dallas Better Business Bureau, set a national pace in April with the development and adoption of standards for advertising and selling room air conditioners.

The home air conditioning industry in Dallas recognized the necessity of taking steps to stabilize the advertising of the industry's products on a basis of accuracy and dependability.

A committee of the Dallas Better Business Bureau representing the city's air conditioner retailers and composed of Jack Blackburn, Hart Furniture Company, as chairman; K. E. Herrmann, W. A. Green Company; Bud Aechternacht, Titche-Goettinger Company; Gene Chartkoff, Sanger Brothers, and L. E. Pietzker, Southern Company, met with Better Business representatives and drafted voluntary rules governing the advertising and selling of home air conditioning equipment.

These rules were subsequently submitted to a meeting of air conditioner distributors attended by some 20 of the city's principal appliance distributors and factory representatives. This group, as aware as the retailers of the necessity of restoring integrity and dependability to the advertising of the industry products, considered the standards proposed by the retail committee and, with a few changes, approved them and suggested that they then go back to the retail committee for further action.

At this meeting, a committee composed of J. J. Shea of Lone Star Wholesalers as chairman, W. C. Jones of the Medaris Company, Howard Lard of Carrier-Bock Corporation, and Glenn Manning of Mar-



THE DALLAS ADVERTISING LEAGUE commended the Dallas air conditioner industry this month in recognition of the establishment, with the Better Business Bureau, of the product's first advertising standards in the nation. William S. Henson, right, past president of Ad League and a director of the Better Business Bureau, introduces committee members, left to right, Jack Blackburn, L. E. Pietzker, W. C. Jones, Howard Lard and Bud Aechternacht.

lin Associates was appointed and authorized to institute an advertising program designed to acquaint the public with the important factors to be considered in the purchase of home air conditioning equipment which would build greater public confidence in and acceptance of the industry's products and further assist in the elimination of abusive and confidence destroying practices.

The retail committee approved the revised standards and authorized their submission to the entire industry in the city. Subsequent adoption was announced last month.

As reported in a front page story in *Retailing Daily*, national home furnishings newspaper, one of the misrepresentations in advertising which the standards seek to eliminate is the use of the terms "1 ton," "¾ ton" and "½ ton" to designate cooling capacities and the advertising of brand name units "nailed to the floor" for baiting purposes. Manufacturers have generally indicated the sizes of their units in printed material supplied to dealers in terms of horsepower rating of the units' compressors. Dealers have generally converted such horsepower terms into tons to the point that the public has been educated on the basis of a misnomer, according to the Better Business Bureau.

The standards adopted by the Dallas dealers and distributors point out that the size of a room air conditioner can be in-

dicated only by the horsepower rating of the compressor and the cooling capacity only by British thermal units. But because different manufacturers have used different yardsticks of measurement, different brands of room air conditioners of the same size, as size has been indicated, produce varying cooling capacities. Until a uniform standard is adopted by the manufacturing industry nationally, the terms "ton" and fractions thereof have no meaning. Therefore, they should not be used.

Other misrepresentations found by the Better Business survey of the advertising and selling practices in Dallas preceding action by the committees: Claims of fictitious values for the units; the use of deceptive layouts which suggested that the low quoted prices applied to higher priced units; advertising of prices of models of past years without indicating that they were not current models; quoting well-known brand name items which were not available to customers who responded to the ads.

Both dealer and distributor groups have pledged the full support and cooperation of the industry in Dallas to the BBB in carrying out the program, thus putting Dallas in the position of being first in the nation to take constructive and positive action to safeguard the best interests of the public and to assure the fullest development of a comparatively new industry.



Electricity

does so many things

... BETTER!

Electricity is your reliable, efficient workman that makes your breakfast toast, cools your home and office, gives you light for reading, whisks you up to your office on the tenth floor, dries the paint on your dented fender . . . economically, dependably.

New uses for electricity are continually being developed. Its benefits in home comfort, business and industry are only the beginning of better things to come — electrically.

Dallas Power and Light Company has a staff of trained residential, commercial and industrial advisors who will assist you in any remodeling or expansion plans to make low-cost electricity serve you better.

DALLAS POWER
AND
LIGHT COMPANY



UNITED AIRLINES PRESIDENT W. A. Patterson, center, visited with Angus Wynne, Jr., chairman of the aviation committee of the Dallas Chamber of Commerce, and W. C. Miller, chairman of the City Council's aviation committee.

United Air Lines Wants Right To Re-Enter City

UNITED Air Lines, which served Dallas in the early days of air transportation, is determined to win the right to re-enter the nation's No. 1 air traffic-generating community, according to the line's president.

W. A. Patterson, president of United, outlined his company's hopes regarding service to Dallas during a visit here last month. Mr. Patterson's visit in Dallas was in connection with the inspection trip of the board of directors of the Insurance Company of North America, of which he is a member. During his stay here, Mr. Patterson celebrated his twenty-fifth anniversary with United and took time out from the busy schedule of the Insurance Company of North America directors to discuss Dallas' aviation development program.

Angus G. Wynne, Jr., chairman of the Chamber of Commerce Aviation Committee; Ben Wooten and Harold Volk, members of the Committee's executive committee; W. C. Miller, chairman of the Dallas City Council's Aviation Committee, and other leaders met with Mr. Patterson.

United is one of six airlines which have applied for new routes and route extensions which would provide competitive air services between Dallas and the Northeast. These applications have been consolidated with carriers' applications for route certificates affecting various other Southwestern cities, and will be considered by the Civil Aeronautics Board in the Additional Southwest-Northeast Service Case, the examiner's hearing which is scheduled to begin July 7. Some of the applications have been on file with the C.A.B. more than six years.

Mr. Patterson recalled that United was one of the pioneer airlines serving Dallas, but lost its market here when the air mail contracts were cancelled in the early days of the Roosevelt administration.

"We certainly want to get back into Dallas," he added. "We have watched Dallas' growth, and know that you generate more air traffic per capita than any other city in the United States."

He emphasized that in seeking authority to serve Dallas, "all United is asking for is the chance for equal competition."



BILL KENNEDY

Bill Kennedy is Dallas General Agent for the American Investors Life Insurance Company. He is a trained, capable, and conscientious life underwriter. Before the need for insurance arises, please consult him about the following plans:

Retirement Income

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Income Provider

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Accident and Health

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including a guaranteed —

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Dictaphone Corporation

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RI-6117
WALTER SYKES



1953 HEADLINER Ben Wooten presents 1954 Headliner Jerome K. Crossman a plaque giving the Press Club's annual honor.

Chamber President Named Press 'Headliner of 1954'

By Bruce Henderson

ONE night last month Jerome K. Crossman, a man of social conscience and energy to match, strode into McFarlin Auditorium to watch the Press Club of Dallas' annual Gridiron Show.

Before it was over, Mr. Crossman found himself on the stage spotlighted in the only solemn event of the evening. The Press Club announced between acts it had picked the 58-year-old president of the

Dallas Chamber of Commerce to receive its 1954 Headliner of the Year Award.

The shiny plaque was presented Mr. Crossman by a former Chamber president, Ben H. Wooten. Mr. Wooten himself was the 1952 Headliner of the Year.

In a city like Dallas, full of men with community zeal, picking the Headliner is a tough job. The award is based on news made the past year, civic leadership and



CHIEFS NAYLOR and Hansson and Sheriff Decker get the treatment.

cooperation with the press.

The Press Club, after lengthy and careful consideration, decided Mr. Crossman qualified so outstandingly that he was marked for this year's recognition.

Being president of the Chamber was a big factor in his selection, the Press Club Committee said. Another was the part he has taken in Dallas interracial affairs. As president of the Dallas Citizens' Interracial Association, he played a major role in sponsoring Hamilton Park, a housing development for Negroes north of Dallas.

In addition, he is active in some 27 other civic and humanitarian groups.

Mr. Crossman finds time for his community notwithstanding that he is a busy attorney and corporation executive. He is president of Lyon-Gray Lumber Company of Texas, president of Ryan Consolidated Petroleum Corporation and board chairman of Eppler, Guerin & Turner, an investment banking firm.

A Dallas resident since 1909, Mr. Crossman lives at 4800 Park Lane.

MUSICAL GIBES at Governor Allan Shivers came from a bevy of "school teachers."



PRESS CLUB MEMBERS also panned prominent persons on the national scene. Here Lee Bond depicts President Eisenhower singing a revised version of "Tea for Two."





PATSY HARPER gives Fort Worth's airport a sultry-voiced riding.

Because the name of the Headliner of the Year is secret until the presentation, he did not know of his honor until he was called to the stage.

Mr. Crossman was picked from 53 "headliners" invited to the show because of their news-making ability. They attended a pre-show dinner at Dallas Country Club.

The Gridiron Show has become a unique institution in Dallas. It consists of skit and song, written and played by Press Club members, which "roast" local, state and national figures. It's all in fun, of course. But behind it lies a serious purpose. Proceeds from the show help finance the Southwestern Journalism Forum, co-sponsored annually by the Press Club and Southern Methodist University.

During the forum, Dallas becomes a focal point of American journalism. Big names in the news-gathering field come to Dallas to give their views on the problems

EVEN DUVAL County came in for a touch of the press' sadism.



A JUNIOR-SIZE QUARTET ribbed James K. Wilson, Jr., Leo Corrigan, Jr., Clint Murchison, Jr., and R. L. Thornton, Jr.

of the profession. Last year these included Clifton M. Utley of Chicago, noted National Broadcasting Company news commentator; Ralph McGill, crusading editor of the *Atlanta Constitution*; Richard H. Rovere, Washington correspondent for *The New Yorker* magazine. The forum also brought to Dallas some 250 visitors—newsmen, college and high school students and former S.M.U. students.

This year's fourth Gridiron Show was entitled, "Big D Confidential." It opened in the New York offices of *Grime* magazine, where the managing editor, played

by Al Cahn, assigns reporters Faye Loyd and Frank Chappell a story on "big, rich beautiful Dallas."

The pair get to Dallas by a rather devious route, including stops in Washington and Duval County.

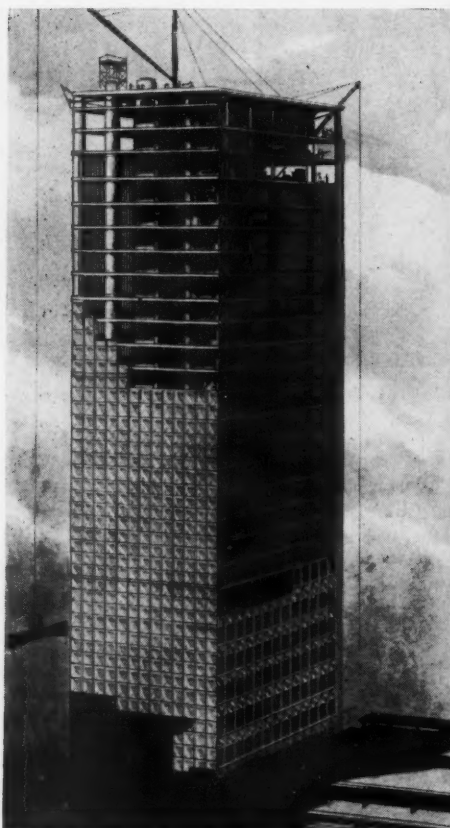
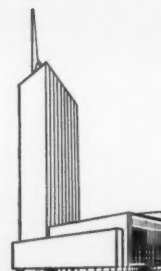
Those lampooned in the Washington scene included President Eisenhower, Senator Joseph McCarthy, Sen. Price Daniel, Welfare Secretary Oveta Culp Hobby and Dallas Oilman H. L. Hunt.

Mr. Eisenhower, played by Lee Bond, was depicted as a statesman in no mood to let world problems interfere with golf.

TWO REPORTERS from afar sing their woes at coming to Dallas to make a financial killing.

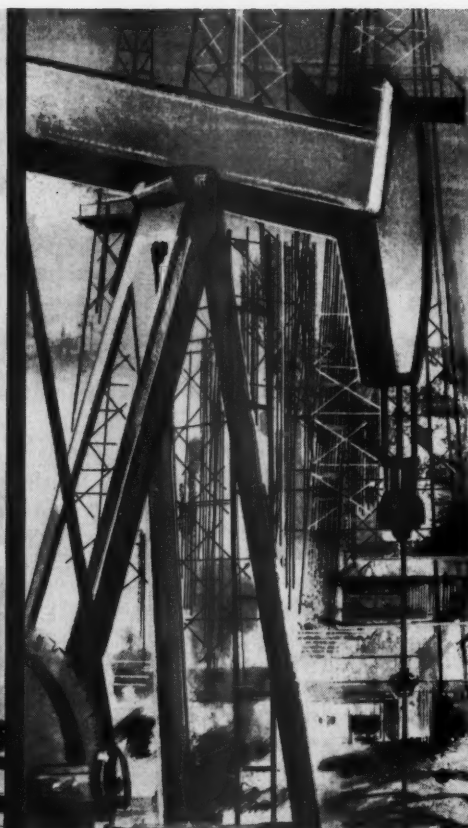


What does it take to build an "Oil Bank"?



CONSTRUCTION

It takes facilities—a lot of them—to serve the financial needs of oil production. Look at the Dallas skyline and you'll see them — 40 stories, including 4 basement levels ... big enough and broad enough to serve Texas' biggest industry



PRODUCTION

Oil production — 4,171,700 barrels of it every day — is the cornerstone of Southwestern prosperity. It takes money to keep it humming. Supplying that money is what it takes to make an "Oil Bank."

REPUBLIC
NATIONAL BANK of Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

This is your Republic

CAPITAL AND
SURPLUS \$50,000,000

★
LARGEST
IN THE SOUTH

Retail Merchants Elect George Pierce President

THE Dallas Retail Merchants Association elected George Pierce as 1954-55 president at the first meeting attended by its new directors.

The new officers include H. D. Turman of Dreyfuss & Son, vice president; L. F. Langston, Jr., of Volks, treasurer; and R. C. Dolbin, manager and executive secretary.

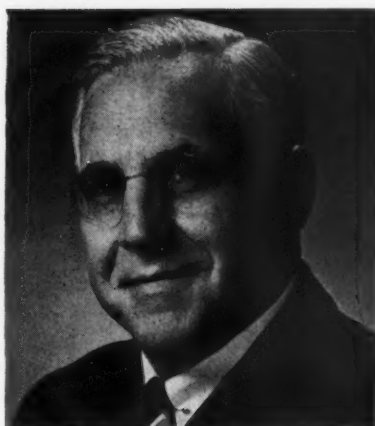
Mr. Pierce succeeds A. J. Biggio, Jr., of Nicholson Seed Store.

Mr. Pierce has served as president of many other professional and civic organizations, including the Texas Wholesale Hardware Association, the Dallas Manufacturers and Wholesalers Association and the Dallas Hardware and Implement Club.

A member of the executive committee of Southern Methodist University, he has headed the S.M.U. Sustentation Campaigns for the past two years. He has also served as chairman of the board of stewards of the Oak Lawn Methodist Church.

He has also served as president of the Dallas Rotary Club.

Mr. Pierce became president of Culum and Boren Company, sporting goods



GEORGE F. PIERCE

firm, in 1950. He joined the firm as a traveling salesman in 1915.

Besides the new officers, the board meeting was the first attended by the association's new directors. These include Myron Everts, Arthur A. Everts, jewelers; Dan T. Gabrysch, LaMode; Robert A. Ross, Neiman-Marcus; T. A. Tombrillo, H. L. Green; Holmes Green, Jr., W. A. Green Company, and John T. Withers, III, Withers Sporting Goods.

OUTGOING RETAIL MERCHANTS President A. J. Biggio, Jr., introduced Trent Root, S. M. U. controller, who was principal speaker at the meeting.



Make the Katy Your Railroad



for travel—Katy famous meals and service. Streamlined Texas Special daily between St. Louis and San Antonio—de luxe Bluebonnet daily between Kansas City and San Antonio.



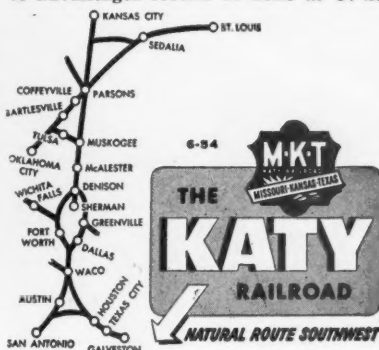
for freight—fast and dependable via the famous Katy Komet and other Katy fast freights. From St. Louis and Kansas City to principal Missouri, Kansas, Oklahoma and Texas cities. Ask about Katy's L. C. L. Freight merchandise service.



for industrial expansion—outstanding Katy-served industrial districts and sites. Ample Labor, Natural Resources, Low Cost Power at your service. Contact Katy Industrial Department, Dallas 2, Texas, without cost or obligation.

THE KATY IN DALLAS

Standout Katy-developed industrial locations include Air Lawn, Garland, Farmers Branch, Cedar Crest and similar areas in greater Dallas. Newest home for Dallas industry is the Windsor-Katy Brook Hollow District, ideal in location, beautiful in appearance, a complete range of advantages second to none in U. S.



Citizens Give a Boost To Winning Dallas Club



WILCY MOORE



EDDIE KNOBLAUCH

L. D. "DUTCH" MEYER



A GROUP of prominent Dallas citizens have formed a Citizen's Baseball Committee to spur interest in the Dixie League Champion Dallas Eagles.

The organization, headed by Hick Majors, is working to put the people of Dallas back in the ball park in support of the fine team which has captured the straightaway Texas League Championship two years in a row and is favored to repeat for an unprecedented third time.

The group was formed following a meeting of Mr. Majors, Ben Wooten, Jerome K. Crossman, president of the Dallas Chamber of Commerce, W. O. Bankston, Lank Majors, and others.

Assisted by the Dallas Junior Chamber of Commerce, the committee is taking steps to arouse and renew interest in the nation's pastime among the Dallas citizenry.

Eagle Owner R. W. (Dick) Burnett has made available scrip books of \$11 in tickets for \$10. Initial sales are being concentrated in business establishments with a public sales planned for a later date.

Other members of the committee are J. L. Latimer, Edward Drake, Jaycees' president, J. Ben Critz, Dallas Chamber manager, Julius Schepps, former Eagle co-owner, D. J. Tucker, Gordon McLendon, Al Ingels, Jere Hayes, Bill Rives and Harold Ratliff.

The Dallas baseball club has been an outstanding civic asset for Dallas for 57 years, but though the team is fighting for the league leadership, gate receipts have slumped this year.

The team has gradually climbed to a position where it is the most feared club in the league since Dick Burnett took the reins in 1948.

Mr. Burnett bought the Eagles and the ball park, then set out to build a championship team for the city. Following three years of frustration, the team fought to third place in the league in 1951, then came the two championship years.

In 1952, the Dallas team was defeated in the first round of the playoffs, but the following year roared through all the way to the Dixie Series Championship.

BUMPER STICKERS boosting the Dallas Eagles are one of the means the Citizen's Baseball Committee is using to help the ball club. Hick Majors, center, chairman of the committee, hands a supply of the stickers to J. L. Latimer, right, as Al Ingels of the Dallas Junior Chamber of Commerce watches.



Construction Begins On Shopping Center

Construction has begun on a new \$150,000 shopping center on the south side of Lake June Road in the Pleasant Grove area. The entire project will be air-conditioned and construction will be of masonry and brick, Fred Smitham, president of the Lake June Realty Company, announced.

Parking facilities for 75 vehicles will be provided with provisions made to expand the area to accommodate an additional 60 cars.

Charles Armstrong designed the center being built by S. R. Franck. The center includes two 50-foot front stores. Majors & Majors were leasing agents.

★

Branch Office Relocates. The Dallas branch office of the Advance Pattern Company, Inc., has moved to new quarters at 1621 Manufacturing Street in the Trinity Industrial District. The local branch, managed by Blanche Sewell, serves Texas, six other states, South America and Puerto Rico. The building is owned by Paul Lewis. Horace Vail of Henry S. Miller Company, realtors, handled lease negotiations.



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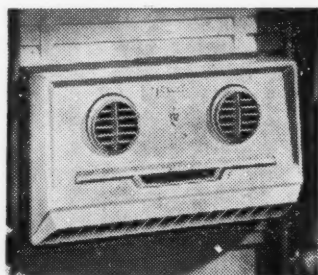
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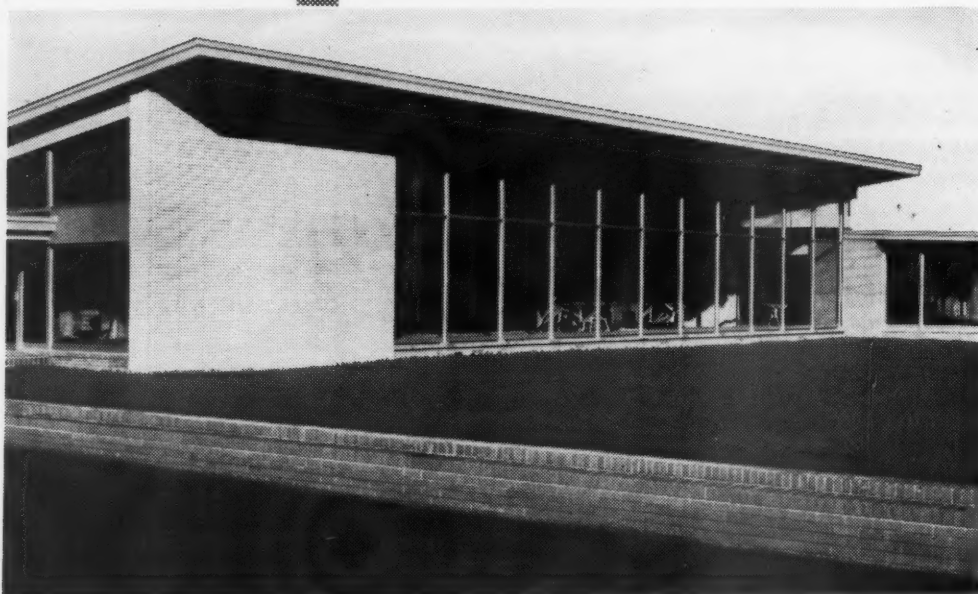
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THE NEW D. A. C. COUNTRY CLUB was nearing completion when this photograph was taken. The dramatic use of glass in dining and lounging areas brings a beautiful view of the golf course "right into the club house."

BINSWANGER & COMPANY of Dallas is proud to have done the glazing of the glass and to have furnished Libbey-Owens-Ford plate glass, Brasco Safety-set metal settings, and Tru-Flect interior mirrors, as well as novelty glass. Congratulations to architects Smith & Mills and Adams & Adams, and to the J. W. Bateson Co., contractors, for their part in this project.

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Potter Plans New Showroom Expansion on Central

The Potter Art Iron Studios will have new sales offices and showrooms fronting on Central Expressway, Owner Henry C. Potter has announced. The new building will give the firm 70-foot frontage on the expressway with a 40-foot section set at a 25 degree angle facing northbound traffic on the express-

way. Total cost of expansion is estimated at \$125,000. The 4,000-square-foot addition will have four levels in only two stories. The firm, one of three existent designer-manufacturers of metal products in the United States, plans to assemble the largest display in the Southwest. J. Allen Boyle, Dallas architect, designed the new addition.

SAM A. LEAKE, vice president of Skillern's Drug Stores, has been elected secretary-treasurer of the Southern Drug Association.

WALTER G. HARTLEY, JR., has been named a junior partner in his father's agency, Walter G. Hartley, Insurance, in the Thomas Building.

WALTER L. ARMISTEAD has been appointed project engineer for the Cold-temp Automobile Refrigeration Company, Inc., 1400 East Jefferson.

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Heliport Planned for Hotel Statler Roof

The new Dallas Statler Hotel will have a heliport on its rooftop if the Dallas City Council renders its approval, Statler officials have announced. The large helicopter "touchdown pad" will be situated on the hotel's west wing. It will be the first hotel in the nation with a rooftop heliport, Arthur F. Douglas, president of Hotels Statler Company, said. He said landings have been made on the roofs of hotels on one or two occasions, and a few hotels, such as Fort Worth's Western Hills, have ground heliports. The touchdown pad will be 48 by 80 feet. The hotel is scheduled for opening in the fall of 1955.

Dodge Reports Increase In Construction Awards

Texas' construction certainties for future months appeared brighter in April as construction contract awards climbed upward by 3 per cent over the first three months of 1953, the F. W. Dodge Corporation announced.

The first quarter 1954 figure in awards totaled \$277,061,000. Non-residential awards were \$83,537,000, or 4 per cent above the first quarter figures in 1953.

March showed an 18 per cent increase over February and 28 per cent increase over a year ago.

Non-residential awards in March, 1954, were \$29,157,000, 5 per cent below February but 41 per cent above March, 1953. Residential awards were \$49,714,000, up 13 per cent over February and up 7 per cent above March, 1953. Heavy engineering at \$24,755,000 was up 90 per cent over February and above March, 1953, by 81 per cent.

Architects Selected For Love Field Terminal

Architects Thomas D. Broad and Donald Nelson have been selected to design the proposed new Love Field terminal building, City Manager Elgin Crull announced.

A contract for the \$2,000,000 building is being drawn up and will be submitted soon for City Council approval.

Work of Mr. Broad and Mr. Nelson will be co-ordinated with the studies being made by James C. Buckley, Inc., aviation consultants hired by the city.

The new terminal, to be constructed on the south end of the field, is expected to be under construction before the present City Council's term expires, May 1, 1955.

*

Inwood Widening Started. Inwood Road is being widened to six lanes from Harry Hines Boulevard to Lemmon in a project to connect Northwest Dallas to Southwest Oak Cliff.

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Chamber Board Elects New Members for May

DIRECTORS of the Dallas Chamber of Commerce elected more new firms into membership during the month of May than any month this year.

Casa Linda State Bank, 234 Casa Linda Plaza; Edward L. Vint, president.

Consolidated Handbag Company, 911 Commerce; Leo Fruhman.

Display Industries, Inc., St. Paul and McKinney; S. E. Field, general manager.

L. C. Eldridge Sales Company, Interurban Building; L. C. Eldridge, owner.

Employers Mutuals of Wausau, 3200 Maple; C. E. Archibald, branch manager.

Dr. Hanes M. Fowler, 208 South Zangs.
J & R Machine Works, 537 Commerce; J. H. Johnson, partner.

Kaymac Paper Company, 1026 North Industrial; Sheldon A. Kaufman, president.

Dr. Joseph B. Gordon, 3707 Gaston.
I. B. Kleinert Rubber Company, 1210 Texas Bank Building; William A. Pottebaum, manager.

Luby's Inwood Village Cafeteria, 5400

Inwood Plaza; M. O. Leggett, Jr., manager.

Luby's Hillcrest Cafeteria, 5407 Hillcrest; Bruce Holland, manager.

Luby's Loma Alto Cafeteria, 4144 Loma Alto; Kenneth Wright, manager.

Maxwell House Division of General Foods, 2935 Cedar Springs; R. J. Steets, comptroller.

J. M. Newman, 2328 North Henderson.
Norris Engineering Company, 1812 Ervay; E. R. Norris, president.

C. L. Norsworthy, Jr., First National Bank Building.

Pam's Advertising Agency, 3006 Indiana; William Meeks, president.

Texas Vocational Conference, 3906 Lemmon; Bobby Hughes.

A. K. Wagner & Company, 2307 Britton; A. K. Wagner, owner.

Floyd C. Ramsey, 5923 Lupton Drive.
Acme Cooperage Company, 1225 Bellevue; C. L. Sharp, manager.

Bagby Service Station, 1412 South Buckner; R. L. Bagby, owner.

Saphin Television & Appliances, Inc., 1230 Dragon; Harold N. Saphin, vice president.

Busboom & Rauh, 6910 Forest Park Road; Paul A. Woods, manager.

C & H Supply Company, 1620 Manufacturing; H. J. Hemmer and John E. Collins.

Casuals of Dallas, Inc., 901 Jackson; Julius Levine, president.

Commerce Welding & Manufacturing Company, 702 West Commerce; C. S. Hejkal, president.

Dallas PBX Switchboard School, 326 Commercial Building; Mrs. John E. Benton, owner.

Dallas TB Association, 3925 Maple; Dale Knotts, director.

Hanley Company, 604 Continental Building; E. Richard Barry, manager.

Norvall Engineering & Machine Works, Route 7, Box 321A; B. A. Norvell, president.

Dal-Worth Shippers Association, 204 North Good; Barney Meltzer.

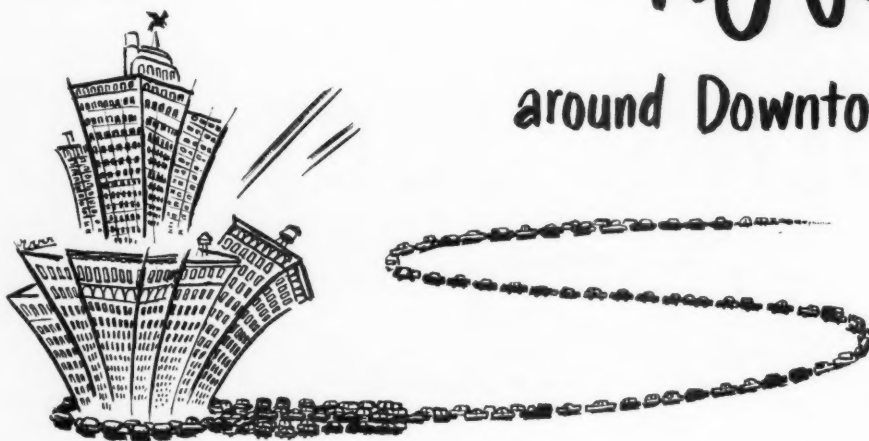
McCord, Durant & Witts, 519 Mercantile Bank Building; David C. McCord and David A. Witts.

Floray of Dallas, 3910 Buena Vista; M. J. Grogan, owner.

Geochemical Surveys, 3806 Cedar

(Continued on Page 44)

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Miss Dallas Pageant Scheduled May 30

The Dallas Junior Chamber of Commerce will sponsor a Miss Dallas Pageant on the afternoon of May 30 at the State Fair Bandshell to select the city's entry in the Miss Texas finals leading to the national Miss America contest in Atlantic City. Above, Judge W. L. Sterrett and J. B. Adoue, Jr., former mayor of Dallas mark their judges cards for Miss Joyce Benthum and Miss Dorothy Canada. Other judges include Travis Wallace, vice president of the Great American Life Insurance Company; Mrs. Kathrine Dillard, woman's editor of the *Dallas News*; and Mrs. Jerry Johnson, mistress of ceremonies on "Variety Fair" over KRLD-TV.

Firm Buys Building. The Wrather Petroleum Company has bought the Texas Textile Mills office building, Akard and McKinney, for a figure in excess of \$350,000. Jack Wrather, president, said his company would move its headquarters to the new location from the Mercantile Bank Building. Texas Textile Mills has moved its office headquarters to a new building at Bryan and Central Expressway. J. Curtis Sanford, Dallas realtor, announced the sale.

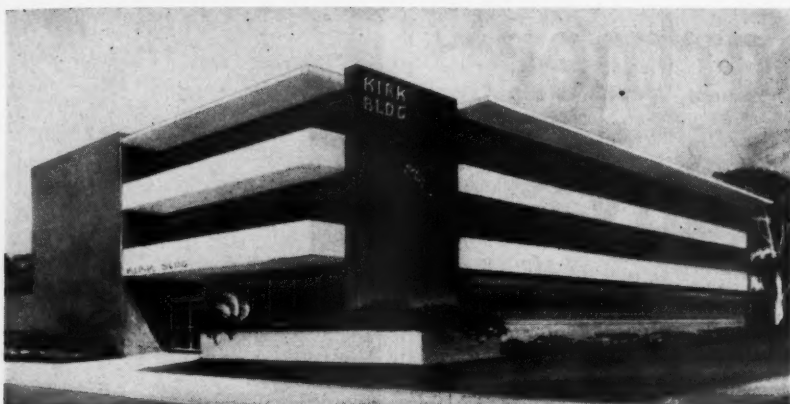
Miramar Drive-In Opens. The new Miramar Restaurant Drive-In, which features charcoal broiled hamburgers and chicken rotisserie, has opened at 1922 Fort Worth Avenue. Owners of the air-conditioned restaurant and drive-in are Ralph Paul, former owner of the Fireside Inn in New York City, and Chris Semos, who has assisted his father in the management of Semos' Restaurant for the past 10 years.

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Construction Begins on Kirk Building

Construction began April 1 on the new \$350,000 Kirk Building at Central Expressway and Oliver. The building, which will house offices of the Kirk Dial Company, has been expanded from a one-story structure to three stories. Jansen Construction Company is building the structure designed by George Dahl & Associates. Aetna Insurance Company of Hartford, Connecticut, and the Standard Accident Insurance Company of Detroit, Michigan, will also maintain offices in the Kirk Building. Pete Hawk of Henry S. Miller Company is the exclusive leasing agent.

Variety Jobber Moves. Texas Wholesale Varieties has moved to a new building at 163 Howell in the Trinity Industrial District. The new location provides 7,200 square feet of floor space for the Dallas-based variety jobber. The cream-colored brick building has rail tackage, truck docks and air-conditioned offices. The building is owned by Al Strangi. Williams and Wagner Construction Company was the general contractor. Bill Campbell of the Moser Company, realtors, handled lease negotiations. J. C. Oliver is president of the company; Lloyd Phillips, general manager.

Tile Company Moves. The United Tile Company marked its third expansion move in seven years as it occupied a new building at 2920 Taylor. The modern fire-proof building contains 6,000 square feet of space, including air-conditioned offices. Truck docks and a railroad siding serve the new building. United Tile Company is the authorized contractor for the complete line of Armstrong Cork Company and Owens-Corning Fiberglas acoustical and sound control products. Bock Construction Company were the builders. Must-Bon Realty Company handled the lease.

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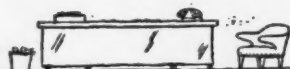
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Harry Owens, Group Supervisor

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Elected to Board

John C. Hunt, Jr., vice president in charge of sales for Krafco Container Corporation, has been elected to the firm's board of directors. Mr. Hunt joined Krafco in 1949, was named sales manager in 1950, and sales director in 1951. He became vice president in 1952.

★

The Zero Plate Company has announced the appointment of JIM BOOTH as sales manager for the firm which manufactures coil systems for frozen food storage equipment and beverage equipment.

★

Former assistant merchandise manager for the accessory and cosmetics departments, LEWIS ANGELO, has been named merchandise manager for all footwear departments of A. Harris & Company.

★

TERRY HUNT has been named manager of the newly-established Madison Sales Company, 2020 Main, which handles Formica furniture.

★

A newly created post, training and visual aid specialist for U. S. Steel's Oil Well Supply Division, Dallas, has been filled by TOM K. CONE, Dallas commercial photographer for many years.

★

A former air line shop foreman at Denver, Colorado, ROY G. FISHER, has been named superintendent of the engine shop at Dallas Aero Service.

★

The Trinity Toastmasters Club has installed Dallas Architect DELBERT WESTFALL as president.



Named Account Executive

Burke Gilliam has been appointed an account executive for the DeJernett Advertising Agency. Mr. Gilliam was with a Tulsa, Oklahoma, advertising agency before joining the Dallas firm. He managed the Dallas branch office and was a vice president and director. He is a member of the Press Club of Dallas and the Dallas Advertising League.



Elected Vice President

John L. Marakas, a native of Connellsville, Pennsylvania, has been elected vice president of the Reserve Life Insurance Company. He joined Reserve Life in 1952 and was elected an assistant vice president in March, 1953. Before joining the Dallas company, Mr. Marakas held actuarial positions with insurance firms in Washington, D. C., and Chicago.

★

The Sinkers Corporation, cottonseed processors of Kennett, Missouri, announce that WALLY SMITH is the new Texas representative for the company with headquarters in Dallas.

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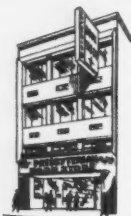
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Hayes Brothers Open Photo Studio

Durwood Hayes, left, and Johnny Hayes, press photographers in Dallas for a total of 35 years, have opened an all-purpose photographic studio at 2908 Live Oak. The late Denny Hayes, father of the partners in the new firm, managed the photographic department at the *Daily Times Herald* for 34 years before his death last year. Johnny Hayes took pictures for the *Times Herald* for 20 years and Durwood was with the company 15 years. The new studio will handle photographic work of all types, with emphasis on public relations, advertising and industrial assignments in and out of Dallas. Special equipment has been installed at the new laboratory to give a full range of color photography.

Harold Weil Opens New Sub-Division

The University Manor Addition, located immediately west of the Missouri-Kansas-Texas Railroad overpass on Northwest Highway, has been opened by Dallas realtor and developer, Harold G. Weil.

The new addition will be adjacent to a proposed city park and is near to shopping districts, schools and to Central Expressway.

Homes will be of brick veneer in the \$18,000 to \$25,000 bracket. These homes built on lots of 70-foot frontage must have not less than 1,250 square feet in floor space while larger frontage requires 1,400 square feet.

All utilities are being provided in the new subdivision and streets of concrete will be well-lighted, the developer said.

★

Commercial Artist Moves. Clyde Shelley, Dallas commercial artist, has moved to offices in the Commercial Building. Mr. Shelley, who also does cartooning, was formerly located at 803 Texas Bank Building.

Improvements Planned At Hensley Field

Government spending plans for Hensley Field in Dallas now total \$1,689,098, it was disclosed after Air Force spokesmen announced plans to spend \$1,130,098 on improvements.

The Navy already had announced plans to spend \$539,000 in construction for the Naval Air Station.

The Air Force program calls for construction of a hangar at \$676,000, aircraft apron, \$199,080; supply and armament storage, \$142,800; paint, oil and dope, \$4,050; motor service shop, \$44,200, and engineer service, \$70,928.

The plans are part of a nation-wide \$160,000,000 program to support the Air National Guard program in the 12-month period beginning July 1.

The Navy program calls for \$400,000 to be spent on a 500-foot extension of the main runway at Hensley Field. This would increase the runway to 8,000 feet, extending about 2,000 feet into Mountain Creek Lake. The remaining \$139,000 would be spent for aircraft parking facilities.

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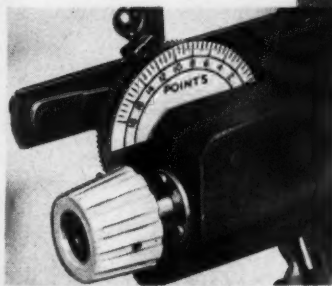
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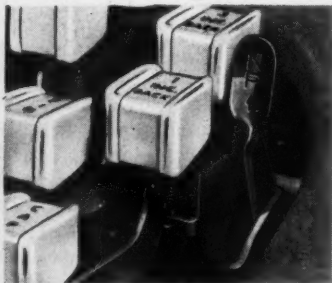
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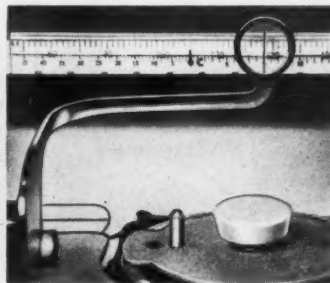
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NON-PRINT KEY enables the operator to "trial type" headings, etc. A valuable feature in stenciling or preparing copy directly on to the litho-plates.



CENTERING SCALE enables operator to premeasure a heading and to perfectly center it without counting. Also may be used to type lines of copy flush right.

Only Vari-Typer "Composomatic" can give you a complete "typography shop" right in your own office. So easy, your office typist will operate it with the ease with which she handles any of your office machines. And the work will have the appearance of professional typography...uniformly sharp, clear, perfectly aligned and spaced, ready for reproduction by multi-lith, litho-plate or any other duplicating method. Produces your own composition for booklets, catalogs, business forms, direct mail literature, house organs...at a substantial saving over commercial typography costs. Prepare mimeo stencils that will make your mimeographing look like printing. Send coupon below for free detailed literature.

(Body copy for this 'ad' was composed on the Vari-Typer model illustrated above. The Heading Type was photo composed on the Coxhead-Liner.)

RALPH C. COXHEAD CORPORATION
1602 South Akard Street, Dallas 2, Texas
Please send me Vari-Typer Booklet

NAME.....
COMPANY.....
ADDRESS.....
CITY.....ZONE....STATE.....



How to become a Dallasite ...in one easy step

Last year thousands of people made Dallas their new home.

It was easy — they just moved right in.

Dallas' developers, architects, and builders provided residential construction to meet our growing city's demands, while they were building the business plant that attracted our newcomers.

Closely linked with this healthy growth is T. J. Bettes Company, financing all types of new residential and business construction in Dallas since 1939.

Today, in T. J. Bettes, Dallas finds the complete loan services it needs — and will continue to need, as Dallas continues to grow.

T. J. BETTES COMPANY

and Bettes Insurance Agency of Dallas

1202 Main Street

"Let Us Solve Your Current Problems"

**COMMERCIAL
CONSTRUCTION**



**INDUSTRIAL
REPAIRS**

McClure Electric Co.

2633 Swiss Avenue — DALLAS — Phone Vletor 8188



Heads Research Department

J. R. Jones, assistant treasurer of Texas Employers' Insurance Association-Employers Casualty Company, has been named manager of a new department, the procedures research department. John Stuart, assistant treasurer, will head the accounting department in addition to the comptroller department and Gene Carl will assume duties as administrative services director over some functions previously included in the comptroller department. The new research department will assist all other departments in solving procedural problems.



Advertising Supervisor

Miss Betty Whitlock, former copywriter for the advertising, publicity and employee relations department of Southern Union Gas Company, has been promoted to supervisor of advertising and publicity for the company. In her new position, Miss Whitlock will supervise creation of the company's advertising for all media and preparation of publicity material. She was employed in advertising capacities in El Paso before joining Southern Union in March, 1953.



Joins Texas Distributors

Mardis Brasher, Navy veteran and graduate of Miami University of Ohio, has joined Texas Distributors, Inc., as head of the credit department. Mr. Brasher was associated with Citizens National Bank at Ennis, Texas, before joining the Dallas-based distributor for General Electric air conditioning and heating equipment.

★

New Dallas sales representative for Conco Chemical Company, manufacturers of building maintenance chemical supplies, is BURL FULKERSON.

★

Taylor-Norsworthy, Inc., Dallas advertising agency, has announced the addition of three executive staff members. MELVILLE M. MERCER was named copy chief, MISS MARIE CALLAHAN was appointed account executive, and JOHN YOUNG was placed in charge of library research.

★

HAL C. DYER has been named national membership committee vice chairman and a member of the national endorsements committee of the Associated General Contractors of America, Inc. GEORGE P. O'ROURKE was named a member of the construction marketing committee and EDMUND G. PETERSON was appointed to the national accident prevention committee.

★

F. A. PRATT has assumed active management of the Ahart Moving & Storage Company, Inc., of Dallas.

★

The Mutual Life Insurance Company of New York has named EUGENE de KIEFFER field representative.

REAL ESTATE LOANS

*Commercial
Industrial
Residential*

"Real Estate Financing Since 1908"

MURRAY
INVESTMENT COMPANY

Convenient Ground Floor Location

Several Parking Stations Just a Few Steps Away

**1315
Pacific
Ave.**

Why not use our conference room — seating up to 25? Telephone STerling 3361 for information.

**Between
Field &
Akard Sts.**

LANDAUER and SHAFER

CONSULTING ENGINEERS

*Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing
Design and Supervision*

4801 Lemmon Avenue

LO-8351 JU-9562



SPEED-UP
Packaging and
Mail Handling with...

TENSION
TOUCH 'n SEAL
ENVELOPES

Seals instantly... without moisture. Just fold flap down—touch—and the envelope is sealed. Tension "Touch 'n Seal" Envelopes are already saving time and money for many firms... speeding up packaging, payroll handling, catalog mailings, photo finishing, etc. Tension "Touch 'n Seal" Envelopes may have an application in your business. Write for samples today!

ANOTHER TENSION BILT-TO-FIT ENVELOPE
Whether it's usual—or unusual—
for all envelopes contact

TENSION ENVELOPES

FT. WORTH 12, TEXAS

5900 East Rosedale
In DALLAS Call Riverside 3049

Lockwood 8311

TENSION ENVELOPE CORPORATION



Not all great discoveries come from a test tube!

Daily individuals and families throughout the nation are discovering that Southland Life offers a variety of insurance services.

These are comprehensive, truly workable services . . . designed for family protection and business enterprise security.

Through its many modern basic plans of life, accident, sickness and hospitalization insurance, Southland Life can help you and your family to Face the Future with Confidence. Talk to your Southland Life Representative soon . . . discover what Southland Life Services can mean to you.

ASSETS OVER \$160,000,000
Insurance in Force Over \$800,000,000
Paid to Policyowners and Beneficiaries
Over \$117,000,000

54 BRANCH OFFICES



Home Office • Dallas
Division Office • Washington, D. C.

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP



DON'T Share Profits with Pests!

**Scientific
PEST CONTROL**

for
**HOMES, STORES, RESTAURANTS,
HOTELS AND INSTITUTIONS**

Taylor 9978-79
4815 ROSS AVE.

WORLD'S
LARGEST



CALL
'Oto'
THE
ORKIN
MAN

OFFICES IN 24 STATES, WASHINGTON, D. C. AND CUBA



General Passenger Agent

T. C. Connally, former division passenger agent for the Katy Railroad at San Antonio, has been appointed general passenger agent with headquarters in Dallas. Mr. Connally, a native of San Marcos, has been with Missouri-Kansas-Texas Railroad since 1924. He joined the San Antonio office following 13 years in Dallas as assistant city ticket agent, city ticket agent and city passenger agent.

★

A Fort Worth insurance executive, N. BUSTER REYNOLDS, has joined Western States Life Insurance Company in Dallas as vice president in charge of ordinary and salary savings departments.

★

With offices in the Mercantile Commerce Building, MRS. NAOMI BURNETT has been appointed an agent for North Texas for the Great-West Life Assurance Company.

★

JOHN F. CARLSON, JR., has been named office manager for Delta Steel Buildings Company and Delta Metals, Inc., 4501 Harry Hines.

★

The president of the American Savings & Loan Association, JOHN M. CHERRY, has been named to the accounting committee of the United States Savings and Loan League.

★

GEORGIA SMEDAL CERN has joined the staff of Crook Advertising Agency as an account executive.

★

The board of directors announced the election of JOHN E. RIKER to assistant cashier of the Texas Bank & Trust Company.

INDUSTRY'S BIGGEST

BARGAIN...

INVOICE

EARLE M. JORGENSEN CO.
STEEL
2200 W. COMMERCE ST. RIVERSIDE 1761
DALLAS

TO: **ALL STEEL AND ALUMINUM USERS**

TECHNICAL ADVICE - Trained representatives available at all times to aid in selection of proper materials and solution of production problems. Personal interest in individual applications.

HELPFUL INFORMATION - Technical literature on all types of steel and aluminum. Complete data on government and industry specifications. Up-to-date information on government regulations.

SPECIAL HANDLING - Flexible organization geared to meet individual customer's requirements. Efficient handling of emergency shipments and orders involving unusual processing.

INTRODUCING NEW MATERIALS - Pioneering new steels and aluminum alloys, enabling industry to take immediate advantage of metallurgical advances.

ESTIMATING - Fast and accurate information on weights, prices, availability.

EXPEDITING - Solving customers' procurement problems by continuous follow-up of all orders. Servicing direct mill shipments in capacity as mill agent.

FOR SERVICES RENDERED

N/C

N/C

N/C

N/C

N/C

N/C

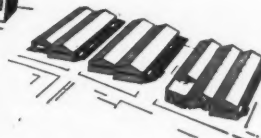
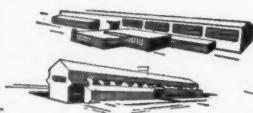
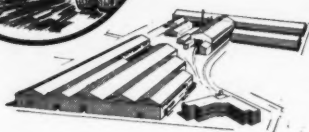
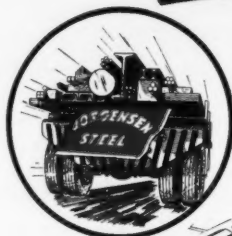
NO CHARGE

For immediate delivery of STEEL and ALUMINUM
from complete warehouse stocks
AND THE MOST IN SERVICE...

CALL

Jorgensen

FIRST



EARLE M. JORGENSEN CO.
STEEL

DALLAS
2200 W. Commerce St.
Riverside 1761

HOUSTON
5311 Clinton Dr.
Orchard 1621

TULSA
7311 East Pine St.
85-1511

OAKLAND
1657 W. Grand Ave.
Higate 4-2030

LOS ANGELES
10650 S. Alameda
LOrain 7-1122



WAMIX, Inc. - Central Mixed Concrete - Dallas

* According to three leading trade publications:
"PIT AND QUARRY", "ROCK PRODUCTS" and "CONCRETE"



Fair Sales Manager

Joseph B. Rucker, Jr., has been named manager of sales and special events for the State Fair of Texas. Mr. Rucker was in the real estate and building business before joining the State Fair. He is a 1937 Southern Methodist University graduate and a five-year veteran of the Navy during World War II. He will succeed David A. McMinn, who resigned to become managing director of the new Southland Center. Mr. McMinn will continue to head the special events department as director.



David B. Rucker Jr.
Realtor

BUSINESS & INDUSTRIAL PROPERTIES

RAndolph 2241

Dallas

2700 Cedar Springs



**Here's a
trademark you
can depend on!**

It's your guide to quality, service and supplies of:

**Industrial Machinery
Industrial Supplies
Gin Supplies
Material Handling
Equipment
Water Works Supplies
Pumps and Motors
Machine Tools
Oil Mill Machinery**

BRIGGS-WEAVER

MACHINERY COMPANY

DALLAS

HOUSTON

FT. WORTH

Distributors of Industrial Machinery-Supplies-Tools-Equipment - Since 1896



Named Account Executive

Marvin D. Gwinn, former advertising assistant with an Amarillo oil company, has been appointed an account executive with Don L. Baxter, Inc., Dallas advertising agency. At Amarillo, Mr. Gwinn was president of the Society of Associated Industrial Editors.

*

WILLIAM L. HORNER has been named manager of reservoir engineering operations and vice president of Core Laboratories, Inc., international petroleum service firm of Dallas.



Forms New Agency

Russ Jurgens is vice president and general manager of the newly-formed McCarty Company of Texas, Inc., advertising agency. The McCarty personnel is being increased to serve clients in the Southwest and Mid-Continent as well as former clients of Russ Jurgens Advertising, which merged with the new firm.

★

CHARLES F. PAYNE, general manager of radio stations KIXL and KIXL-FM, has been elected to the stations' board of directors.

Our Thirtieth Year

The House of Mortgage Loan Service

MORTGAGE LOANS

COMMERCIAL AND INDUSTRIAL BUILDING LOANS

RESIDENTIAL, CONVENTIONAL, AND F.H.A.

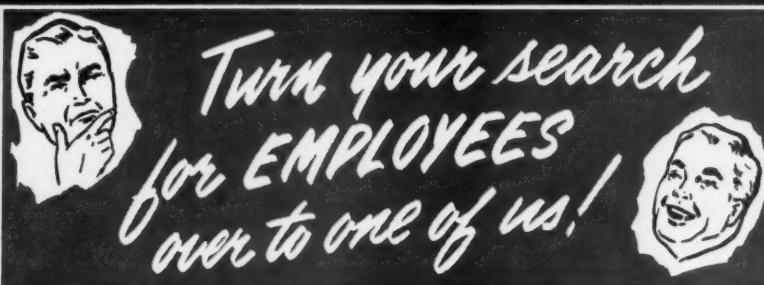
TO BUY, BUILD, REFINANCE OR
REPAIR—BEST INTEREST RATES

Loans approved from plans and
specifications on proposed buildings.

SOUTHERN TRUST & MORTGAGE CO.

"Established 1924"
Approved FHA Mortgages

F. M. LOVE, Ch. of Board—AUBREY M. COSTA, Pres.
1302-4 Main Street Phone RI-5551
INSPECTIONS, COMMITMENTS ON CONVENTIONAL
LOANS IN 24 HOURS



AT NO
COST
TO YOU!

Many of your friends depend on our members for assistance in finding suitable employees, in every department—not only for their secretaries, bookkeepers and typists, but requirements in the more specialized fields, such as engineers, chemists, designers, medical technicians, salesmen, artists—practically every kind of classification.

Let us do the tedious searching, interviewing, weeding out those who do not fit your requirements. We furnish you with details of background, experience, ability and limitations of each applicant referred to you. Each Employer's wishes are studied individually, and each Applicant is a person who has special talents for the right job.

All members of this Employment Board of Dallas are "unsubsidized" tax-paying Colleagues of yours in American business, vitally interested in your goodwill, and that of the employees we find for you.

MEMBERS:

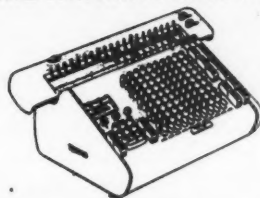
ANCHOR EMPLOYMENT SERVICE	
Lacy Bldg.	RI-6114
CLOUD EMPLOYMENT SERVICE	
National City Bldg.	PR-4821
EDWARDS EMPLOYMENT SERVICE	
Oil & Gas Bldg., 318 N. St. Paul	ST-5235
HARRISON EMPLOYMENT SERVICE	
Oil and Gas Bldg., 318 N. St. Paul	ST-5191
KARR EMPLOYMENT SERVICE	
1201 Republic Bank Bldg.	RA-4351
MARTIN EMPLOYMENT SERVICE	
7713 Inwood Rd.	EL-0349
METROPOLITAN EMPLOYMENT SERVICE	
Rio Grande Bldg.	RI-5016
OAK CLIFF PERSONNEL SERVICE	
324½ West Jefferson	WE-4661
SACKS EMPLOYERS SERVICE	
438 Wilson Bldg.	PR-0694
SALTER EMPLOYMENT SERVICE	
I.C.T. Bldg.	PR-3551
WERT EMPLOYMENT SERVICE	
1115 Praetorian Bldg.	RI-1042



KNOWLEDGE • INTEGRITY • SERVICE

Friden *fully-automatic* CALCULATORS

THE THINKING MACHINE OF AMERICAN BUSINESS



Friden does more automatically
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NEW FRIDENS PRICED \$400.00 AND UP

Friden Calculating Machine Agency

H. A. MEIERDING, Manager

Phone Victor 1656

3005 Gaston Avenue — Dallas

Fort Worth — Branches — Waco

Young Men Going Places

Warren Harding

By Robert Carl

"IT pays to shake hands whether you're in the furniture business, an insurance salesman or just a politician like myself," is the homespun philosophy of Dallas County's young treasurer, Warren G. Harding.

At 29, Warren was the youngest person in the county's history to be elected its treasurer.

Powerful in frame — 6' 1" and 215 pounds — Warren gets a big kick out of "just being with folks."

Since taking office in January, 1951, Warren has initiated many reforms as county treasurer including the inauguration of a more efficient accounting system, daily fund deposits, the use of armored truck service, a burglar alarm system and insurance on the money kept on hand. He also issues periodic financial reports.

His department played a big part in the current winning of the annual six-star award. This trophy is presented to the outstanding county government within the area by the East Texas Chamber of Commerce. Last fall Warren was further honored by being elected president of the County Treasurers Association of Texas.

Speaking of his office, he says, "I try to run it like a business." Proof that the people of Dallas are well satisfied was given when he was elected to a second term last year without opposition.

Born on a Collin County farm near Princeton, Texas, in 1921, Warren Glenn Harding was the youngest of six sons and one daughter.

"I've never been a rich man as far as money goes, but I think I can appreciate more from the simpler things in life than some folks do with artificial luxuries," Warren confides. His riches are the enjoyment of his family and friends.

Warren actually is a "politician's dream" — a kind of modern-day Abe Lincoln, even though he affirms he has no



WARREN HARDING

higher ambitions than serving in his present capacity. In addition to possessing a magic name (although no kin to the former U. S. president), he is a boy who came from the farm to the big city, and started out selling newspapers to help pay his way through school.

Warren received his early formal training at James Bowie grade school and Adamson High. He began college at North Texas State, and was president of Talon, a local social fraternity. He later left school, and joined the Dallas Fire Department. Today Warren praises firemen highly, especially since he realizes the risks they take at each fire. He, himself, had a narrow escape from a burning roof which fell at a three-alarm fire he was fighting.

During World War II, Warren served for three years as a first class petty officer. Afterward he signed up for pre-law training at Southern Methodist University. On campus he served his fraternity, Delta Chi, as secretary-treasurer. In 1947 he left S.M.U. to join his brother, Roy Harding, as a partner in the retail furniture business.

It wasn't too long, however, until he decided to continue the law degree pursuit so he sold his furniture interests and took a job as clerk of the 101st District Court.

As a family man, Warren soon discovered that working and going to school was a real challenge. Toward the end of

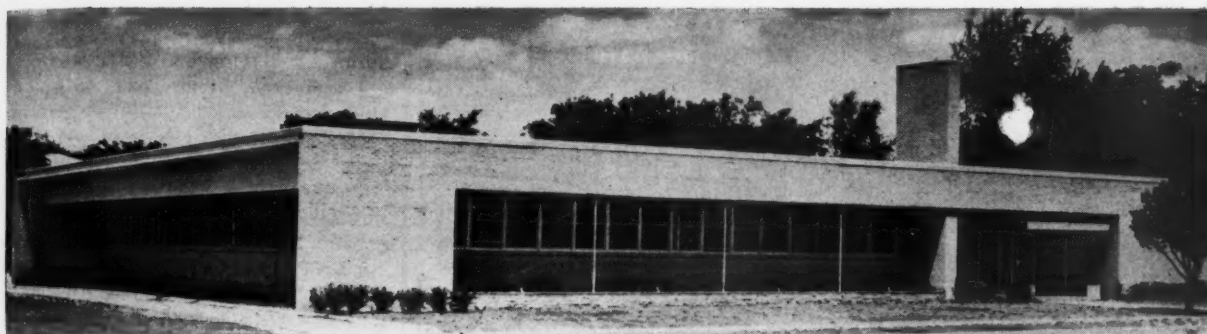
1950, as an opportunist he decided to run for county treasurer, "still too young and naive to ever suppose I might lose."

Warren served as superintendent of the young people's department at Davis Street Baptist before joining the Cliff Temple Baptist Church when he and his family moved to Oak Cliff.

He is a member of the Masonic lodge, and of the Hella Temple Shrine. He is a 32° Scottish Rite Mason and a past patron of the Order of the Eastern Star. He is a past secretary and now third vice president of the Dallas High Noon Club. Also, a member of the American Legion Post in Oak Cliff, the Dallas Agriculture Club, the Margaret B. Henderson Grade School Dad's Club and the S.M.U. Alumni Association.

Warren also serves as vice president of the Adamson High School Ex-Students Association, vice chairman of the Dallas Fire Prevention Council, and program chairman of the Oak Cliff Lions Club. He is a past president of the North Texas State College Alumni Association.

While a director of the Dallas Chamber of Commerce, Warren's fire prevention committee work received a first place national award among all Jaycee clubs in the nation. He also received second place recognition for public health. In addition, he is credited with having received several Jaycee state awards.



Hydrotex Opens New International Headquarters Building

Hydrotex Industries is moving to its new international headquarters office building at 4333 Central Expressway. The new Hydrotex building is a 11,000-square-foot structure. It will house about 100 employees, including the executive staff and personnel of the sales, advertising, accounting, contract and

purchasing departments. Hydrotex products are distributed throughout the United States and 27 foreign countries. Since the company was started, it has expanded its operations throughout the United States and into 27 foreign countries all over the world. All selling is done directly through thousands of Hydrotex field representatives.

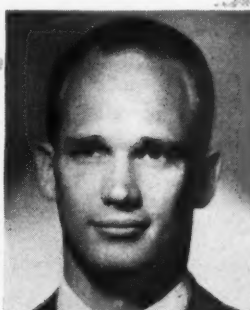
Insurance Agencies Merge. A new firm, the Lewis and Cawthon Insurance Agency, has been formed from separate agencies operated by the two principals, John R. Lewis and Frank W. Cawthon, Jr., both graduates of Southern Methodist University and five-year veterans in the insurance business. The firm's address is 5964 Northwest Highway.

New Furniture Store. The Smith Furniture Company has opened a new store to serve shoppers in Southeast Dallas at 4727 Second Avenue. The new location houses the largest one-floor furniture showroom in the city with 15,400 square feet of floor space in all. B. W. Carter, who managed the company's Urbandale Store, was named manager.

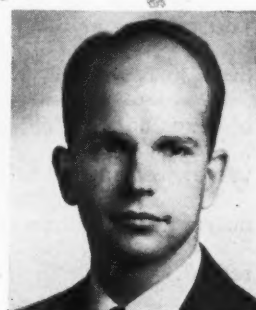
Drug Outlet Opens. A new store, the Big World Cut Rate Drugs, has opened at Buckner and Lake June in the Pleasant Grove Addition. The opening ties together Field's Cut Rate Drugs, 1300 Elm, and the Big World store, G. V. Coots and Joe O. Wilson, co-owners announced. Mr. Wilson will manage the new store and Mr. Coots will manage the downtown location.



Bill Newman



Orion Newman



Larry Newman

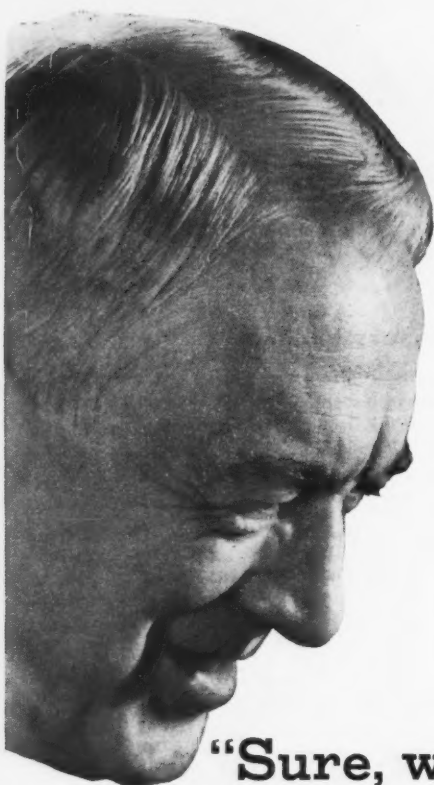
beautiful printing
by competent craftsmen
delivered on time

Commercial

313 N. AKARD

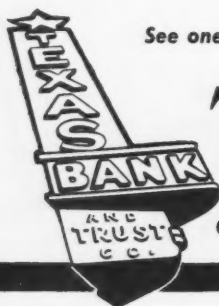
DALLAS, TEXAS

**PRINTING
AND LETTER
SERVICE CO.**
RAndolph-8168



"Sure, we can afford to retire!"

You remember when we had those talks with the trust officer at Texas Bank? Well, I saw him yesterday and he tells me we now have more than enough to retire".



See one of the trust officers at

**TEXAS BANK
& TRUST CO. of DALLAS**

MAIN & LAMAR MEMBER F.D.I.C.

New Members

(Continued from Page 29)

Springs; R. S. Usry and W. R. Ransone.

Lee Huckaby Motors, 4521 Ross; Lee Huckaby, owner.

Life Time Battery Company, 2314 Anniels; Jack Helm, president.

Parker Delivery Service, Post Office Box 2397; J. G. Parker, owner.

South Dallas Medical Clinic, 1406 Forest; Dr. Perry E. Gross and Dr. Jacob H. Robbins.

Southwestern Investors, Inc., Fidelity Union Life Building; Robert S. Cutherell, secretary.

Standard Office Supply & Printing, 4103 Elm; Charles Todd.

Temco Cafeteria, Post Office Box 6191; George Athens, owner.

Tool Products Company, 520 Park; R. D. Bertram, manager.

Chemical Water Treating Company, 4022 Worth; C. Earl Hays, president.

Community Health & Welfare Service, P. O. Box 5956; Mrs. Lucile W. Longhenry.

Darr Equipment Company, 1137 South Lamar; H. S. Darr, president.

Frank Esden Company, 2030 Irving Boulevard; F. V. Esden, owner.

Felix Chapeaux, 300 South Record; Felix A. Rosenfield, president.

Gene Fields Service Station, 3534 Greenville; Eugene E. Fields, owner.

Ernest Fletcher, 918 Fidelity Union Life Building.

Jondor Engineering & Manufacturing Company, P. O. Box 768, Irving, Texas; John C. Haepp, president.

J. F. Matchett, 4241 Avondale.

Southern Nipple Manufacturing Company, Inc., 301 Pleasant, K. R. Farwell, president.

Texas Mill Equipment Company, 167 Payne; L. H. Limmer, manager.

Towne Industrial Equipment, Inc., 1410 South Akard; F. T. Towne, president.

Welders Supply, Inc., 430 South Industrial; C. M. Squibb and C. E. Squibb.

Nelson & Edward Morris, Ltd., Life of America Building; A. M. Lloyd, manager.

American-Associated Insurance Companies, 700 Fidelity Union Life Building; Stoddart Smith.

Coke H. Rhodes, attorney, 1318 Gulf States Building.

Dallas Radionics, 3519 Mt. Washington; R. A. Huffhines, owner.

Dr. Bill Branch, Medical Arts Building.

Southwest Fonadek, Inc., 1202 Tower Petroleum Building; Jack W. Chapman, manager.

Asel Art Supply, 1643 Pacific; C. H. Asel, partner.

Service Printing & Office Supply Com-

pany, 424 West Jefferson; A. L. Brannon, owner.

Sands Electric Company, 1223 Second; T. C. Sands, president.

News Publishers, Inc., 800 Interurban Building; S. T. Reed, manager.

D. C. Brenske Cafeterias, P. O. Box 5907; D. C. Brenske, owner.

Borden Cheese Company, P. O. Box 1428; J. M. Coen, manager.

Borden Biscuit Company, P. O. Box 1428; Charles S. Becker, manager.

Texas Home Loans, Inc., 109 North Field; Victor Frankfurt, president.

Industrial Office Supply, 1318 North Industrial; Lloyd W. Birdwell.

Arrow Spice & Food, 816 Montgomery; Marks Rosenberg.

Modern Olds, Inc., 135 North Lancaster; C. A. Minor, president.

Central Engineering & Supply Company, 1925 Cedar Springs; H. N. Pierce, vice president.

Sessions & Sessions, attorneys, 810 Fidelity Building; Whitley R. Sessions.

Gump & Gaynier Construction Company, Inc., 8418 Preston; Robert J. Gump and William M. Gaynier.

C. Ray Martin, Small Business Administration, 1114 Commerce.

Earl K. Roemisch, Jr., 4417 Greenville.

Frisco Transportation Company, 921 Wall; Walter M. Russell, traffic manager.

Lyne Wendover & Blanchette, 1030 Fidelity Union Life Building; Fritz Lyne, partner.

Insurance Record Company, P. O. Box 5770; John C. Leslie, owner.

Clois W. Keyes, P. O. Box 9651.

L. F. Sneed Company, 721 South Austin; L. F. Sneed, owner.

David E. Sleeper, C.P.A., 610 Tower Petroleum Building.

Inca Drilling Company, 1001 Texas Bank Building; Charles S. Beck, president.

Dillon Employment Service, 915 Commerce; Frances R. Dillon, owner.

Buford & Feinberg, 326 Interurban Building; Fred Buford, partner.

Terrell R. Harper, architect; 710 Thomas Building.

Dranguet, Foote & Company, 1414 Mercantile Bank Building; Joseph Dranguet, Guy M. Foote and Raymond L. Gibbs.

Comfort Products Company, 1706 Lamasa; Alvin Haas, president.

Rayco, 4210 North Central Expressway; William Naxon, president.

Insurance Personnel Service, 1313 Republic Bank Building; Gene Hranicky, owner.

Schumacher & Telkamp, 1721 Young; Gene Telkamp, partner.

TRINITY INDUSTRIAL DISTRICT



"Under the
Skyline of
Dallas"

New Home of
**ADVANCE
PATTERN CO.**

For information about the Trinity Industrial District consult your real estate broker or . . .
INDUSTRIAL PROPERTIES CORPORATION • 401 Republic Bank Bldg. • RI-6552



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Industrial Caterers

*Operators of In-Plant
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BUICK-OLDS-PONTIAC ASSEMBLY PLANT
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WE HAVE NEVER PAID LESS

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Convenient
Maximum Return



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AND LOAN ASSOCIATION**

1713 COMMERCE STREET, DALLAS

RIVERSIDE 4191



A Note to Executives:

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Charge Accounts for Rated Firms and Individuals;

Convenient Location with Parking

Lowest Case Prices

Excellent Values

Finest of Brands

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MONTICELLO AT CENTRAL EXPRESSWAY

LO-2448

A. V. Miller

Ira Wile

DESIGNERS AND MANUFACTURERS OF QUALITY
STORE, OFFICE AND BANK FIXTURES SINCE 1922

Adleta Show Case & Fixture Manufacturing Co.

You'll be satisfied if it's an Adleta installation

1914 Cedar Springs — Dallas 1, Texas

Phone PROspect 7576

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In Air Conditioned Comfort

- ENGINEERING
- INSTALLATION
- SERVICE

by

LYON ENGINEERING CO.

2817 Gaston Ave.



TA-5169

If you sell to

Advertising Managers

Sales Departments

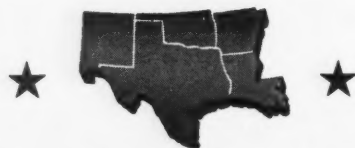
Advertising Agencies

of Southwestern firms,

you should investigate advertising in the industry's own regional business magazine.

Monthly advertising can serve as a regular reminder of your products and services. It can prove to be an economical way of supplementing your salesmen's calls.

Call RA-7001 or write for further information.



SOUTHWESTERN ADVERTISING & MARKETING

Southland Life Bldg.

Dallas, Texas



V.A. Area Manager

Lowell S. Devoe, superintendent of Nebraska public schools for 26 years, has been named manager of the new Dallas Veterans Administration area office in the Federal Building. Eight supervisors and a secretary will assist Mr. Devoe in a supervisory capacity over all regional activities except personnel in a seven-state area. A veteran of World War I, Mr. Devoe joined V.A. as a vocational advisor in Lincoln, Nebraska, in 1944.

★

The Frito Sales Company, Inc., of Dallas announced the election of three new directors and the appointment of an assistant treasurer. JACK JOHANNES, Miss MARY LIVINGSTON and JOHN R. McCARTY were named directors. W. LAMAR LOVVORN was named assistant treasurer.

★

The president of Republic National Life Insurance Company, THEO P. BEASLEY, has been elected second vice president of the Accident and Health Underwriters Conference.

★

GILBERT E. CARMICHAEL has been appointed regional field sales manager for the Southwest Edition of the *Wall Street Journal*.

★

The board of directors of Geophysical Service, Inc., announced the appointment of E. O. VETTER to assistant vice president, administration.

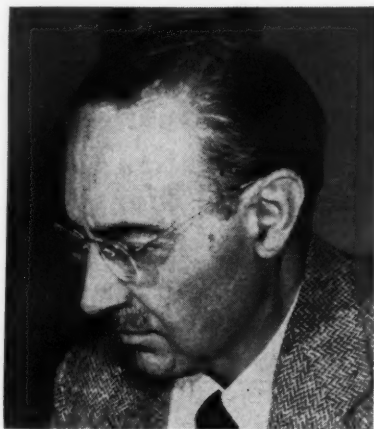
★

H. V. McCONKEY has been elected treasurer of the Southern Gas Association and R. R. SUTTLE, managing director. Dallas was selected for the organization's 1956 convention.



Promoted by Lone Star

L. A. Bickel, former chief engineer with Lone Star Gas Company, has been elected assistant general manager of the company. Mr. Bickel first was employed by Lone Star in 1925. He was elected secretary of the Dallas Gas Company in 1933 and at the time of dissolution of the firm in 1942, was named assistant secretary of Lone Star and chief engineer of the Dallas distribution division.



Elected Artists Chairman

Paul A. Lay has been elected chairman of the Advertising Artists Association of Dallas. Wyatt W. Wood was named vice chairman; Mrs. Martha Robbins, treasurer, and Jimmy Robinson, secretary. Jerald Page and Monroe Reisman were elected to the board of directors, joining Homer Hungerford and Joe S. Caver. The association is four years old and has 45 members.

★

Dallas County's district judges have named Judge JOHN A. RAWLINS their chairman and presiding judge of the central jury room.

GROWING...

... because we are pledged to serve the growing needs of a Growing Dallas.

CLASSIFIED Parking Systems

**Immediate delivery
on your fixtures**

Modern unitized store fixtures

**we rent fixtures to sales
representatives and fair ground
exhibitors — Call for further
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with the compact, easy-to-operate Verifax Printer, priced right at only \$240, complete. We'll be glad to demonstrate this new Kodak product to you. Give us a ring today!

EASTMAN KODAK STORES, INC.

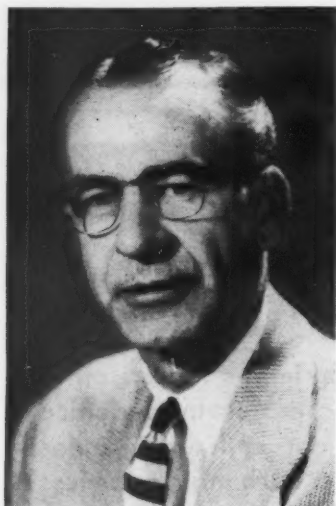
2012 N. Akard St., Dallas 1, Texas • Phone: Riverside 3148



American Beauty Cover Remodeled

The American Beauty Cover Company has remodeled and expanded its plant at 2002 North Field. The firm, which manufactures book covers, loose leaf covers, edition covers and binding, school annual covers, bank pass books and check covers, now has 30,000 square feet of space. New facilities include an art department and special display showroom. Officers of American Beauty Cover Company are C. T. Dean, chairman of the board; Kiel Sterling, president; Chas. R. Thompson, secretary-treasurer, and Paul Porter, vice president in charge of production.

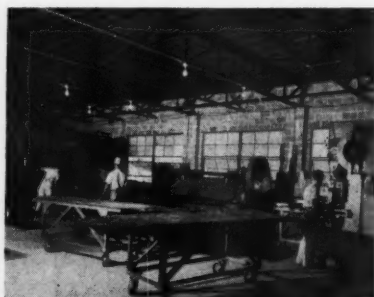
Record Firm Established. Texas Records, Inc., wholesale distributors for London Records in Texas, has opened at 6115 Denton Drive. The Dallas area representative for the firm is Eric Kaszynski. The company is wholesale jobber for London Records sold to coin-operated machine businesses and retail record shops.



JAS. K. WILSON invites you to meet Ralph E. Peterson of their first floor Men's Furnishings and Hat Department. "Pete" has been in the men's apparel field for a number of years and his experience qualifies him to serve you well.

Advertisement

Realty Office Opens. Mr. and Mrs. Dale Copus have opened a real estate office at 6110 Mockingbird. The couple, formerly with another Dallas agency, will specialize in residential property.



Sheet Metal Fabrication and Installation for Industrial Plants

SOUTHWESTERN SHEET METAL & MANUFACTURING COMPANY

5307 MAPLE AVE.

LA-5176

JANITOR SERVICE

WINDOW CLEANING

RESIDENCE

ACME BUILDING MAINTENANCE CO.

1901-15 LAWS STREET

FRANK C. JONES

PHONE RA-7660

SAND BLASTING

STEAM CLEANING

SIDEWALK WASHING

Ratio of accidents is much greater after dark . . . because of **FAULTY VISION!** See your eye doctor!

Bring Your Prescription For Glasses to us.



D. MARTIN THOMAS

THOMAS OPTICAL COMPANY
GROUND FLOOR MEDICAL ARTS • DALLAS

CLOUD

Employment Service

"The Right Person for the Right Position"

Since 1929

Solve *your* personnel problems by calling . . .

PR-4821

We have Executives, Office, Sales, and Technical help of all kinds.

Your use of our interviewing room is invited.

H. NESTOR DuVALL, Manager

National City Building
DALLAS 1, TEXAS

No Cost to the Employer



Advance Pattern Company Gets New Home

The Advance Pattern Company, Inc., has moved into new and larger quarters at 1621 Manufacturing Street in the Trinity Industrial District. The Dallas branch, formerly located at 700 Elm, services Arkansas, Colorado, Kansas, Louisiana, New Mexico, Oklahoma, Texas, Puerto Rico and South America. The building was built and is owned by Paul Lewis. Horace Vail of Henry S. Miller Company handled lease negotiations.

The training supervisor of the Atlantic Refining Company of Dallas, DREW M. YOUNG, has been elected a vice president for Region 3 of the American Society of Training Directors for a two-year period.

The former chief of the underwriting division of the National Service Life Insurance office of the Dallas District V.A. office, TED R. DEMPSEY, has been named a partner in the firm of Wilson-Welch & Company, insurance and bonds.

A veteran of 19 years in the decorating field, LEROY W. VAUGHAN, has joined the Highland Furniture Company, 8201 Preston Road, as a decorator-designer.

Less Fatigue with BERGER "Eye-Comfort" Top



Yes, that wonderful Berger "eye-comfort" desk top will conserve energy for you. Developed by lighting authorities, the "eye-comfort" top has a light reflectance value of 35%, the accepted figure for maximum comfort. This means less contrast with papers on your desk and welcome relief from eye strain. Berger Desks have other features too—adjustable height and increased leg room, designed to reduce fatigue and make your work day more pleasant.

VANCE K. MILLER CO.

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Make the RIGHT CHOICE For All Year Comfort...

EXCLUSIVE ELECTRONIC FILTER
APPLIES MAGIC OF MAGNETISM TO

Hotpoint

ROOM AIR CONDITIONERS

They COOL..
HEAT TOO!

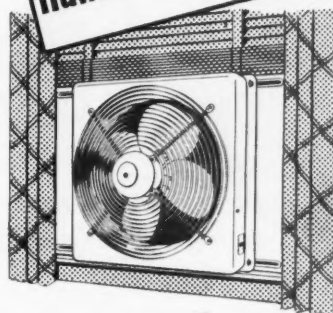
Push A Button
... Choose Your
Weather For
Home or Office

See Your Nearest
Dealer NOW!

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GRAYBAR ELECTRIC CO. 717 LATIMER RA-6452



The FINEST
WINDOW FAN
is a
Hunter Window Fan



With 2 speeds and electrically reversible motors, the new Hunter 18" and 22" window fans are outstanding values. Quiet and powerful (18" model delivers 2500 CFM; 22" delivers 3400 CFM). Ideal for small apartments, etc. Beautiful modern styling with ivory baked enamel cabinet and silver finish safety grille. Adjustable side panels for easy installation.



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1709 DELANO

Phone: BLackstone 6611

HOUSTON, TEXAS

MARKLE

MARKLE'S
MARK OF
DEPEND-
ABILITY
... ALL
ACROSS
THE
SOUTHWEST



Named General Agent

Rufus C. Hodges, former Albany, Georgia, commercial agent for the Central of Georgia Railway, has been named general agent of the rail company's newly-opened sales and service agency in the Corrigan Tower Building. Commercial agent in the new Dallas office will be M. E. Barnes. The new office was established in Dallas to handle increasing freight traffic between the Southwest and Southeast.

When appearance and enduring workmanship are desired factors
remember

OTTO COERVER CO. manufacturers

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4032 Commerce Street • Dallas, Texas • TA-9504 • TA-5503

We invite your personal inspection of our work
in Dallas and throughout the Southwest

WHEN WE PAVE

You Save

**OUR PAVING
MEANS SAVINGS TO YOU**

Whether you have a drive-in grocery or an industrial plant, the appearance and utility of a paved surface will save you money. The time-tested and proved paving methods and mixtures used by the Texas Bitulithic Company last for decades, not years. Call on us for a free estimate today.

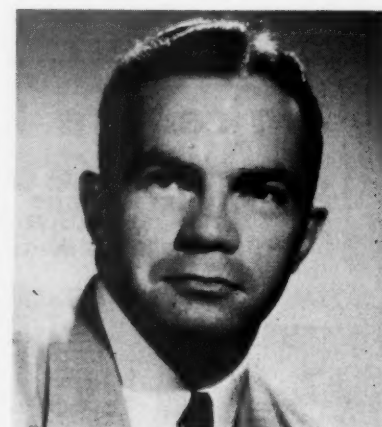
CONCRETE & ASPHALT

TEXAS BITULITHIC COMPANY

2121 Irving Boulevard

Phone Rlverside 3531

INDUSTRIAL
RESIDENTIAL
STREETS
PARKING LOTS
DRIVE-INS



Managing Agents Head

Erle C. Patrick, Dallas insurance executive, has been elected president of the Texas Association of Managing General Agents. Mr. Patrick is assistant general agent for T. A. Manning and Sons of Dallas and vice president and secretary of Southwestern Fire and Casualty Company of Dallas.

★

The advertising director of the *Dallas Morning News*, HARRY D. GUY, has been awarded a medal by the dean of the University of Missouri School of Journalism in recognition of "a distinguished 40-year career in newspaper advertising."



Public Relations President

J. B. Shores of the Texas & Pacific Railway in Dallas has been elected president of the North Texas Chapter, Public Relations Society of America. Guy Witherspoon of Witherspoon & Ridings was named vice president and Marihelen McDuff of Neiman-Marcus was elected secretary-treasurer. New directors include Paul Cain of Eldean-Cain Organization, Inc.



Elected by Presidents

Lewis Grinnan, Jr., has been elected a member of the exclusive Young President's Organization. Mr. Grinnan, who is executive head of seven Dallas firms, has recently made two additions to the staff of the Lewis Grinnan Company. He said W. Dallas Addison was appointed mortgage loan representative and F. K. (Kirk) DeLany was named manager of the F.H.A. Title I department.

★

ALBERT THOMPSON, vice president and treasurer of Superior Decals, Inc., has been elected to the board of the General American Investment Corporation.

NO MATTER YOUR LIFE INSURANCE NEED

*there's a Southwestern Life policy
to meet your requirements*

FAMILY PROTECTION • BUSINESS LIFE INSURANCE
GROUP LIFE INSURANCE
ANNUITIES • PENSION PLANS

Southwestern Life
Insurance Company

JAMES RALPH WOOD, PRESIDENT

HOME OFFICE • DALLAS

LUMBER LARGE AND COMPLETE STOCKS

YELLOW PINE, WHITE PINE, FIR, OAK, PLYWOOD

SPECIAL ATTENTION GIVEN TO INDUSTRIAL
AND DEFENSE PLANT ORDERS

OLDHAM LUMBER COMPANY

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NATIONAL CITY BANK
of Dallas

MEMBER
F. D. I. C.



ELM AT ST. PAUL

CAPITAL AND SURPLUS
\$2,000,000

R. R. GILBERT, Chairman • DeWITT RAY, President

RESIDENTIAL — COMMERCIAL — INDUSTRIAL



AIR CONDITIONING
AND
REFRIGERATION
CONTRACTORS



DALLAS AIR CONDITIONING COMPANY

1708 Cedar Springs Ave.

Dallas

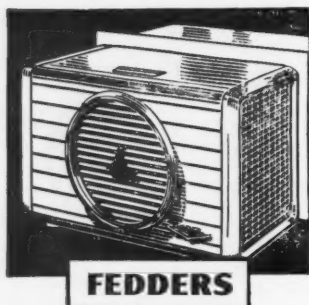
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COLO COMFORT

★ *For the Home*

★ *For the Office*

GENUINE FEDDERS ROOM AIR CONDITIONER



YOURS **\$2⁶⁶**
FOR AS LOW AS **A WEEK**

QUANTITY LIMITED! HURRY!

Act now and throw hot, muggy, unhealthy weather out for good. Live in cool, sparkling clean air... sleep soundly. Fedders offers real refrigerated room air conditioning at a price all can afford.

COOLS, CLEANS, CUTS HUMIDITY!

Fedders cools with the power of 15 refrigerators... at less than the price of one! Twin filters catch dust and pollen. Help relieve hay fever, asthma. Removes excess moisture, circulates, ventilates.

INSTALLED IN A JIFFY!

Compact Fedders unit fits in window of bedroom, living room or office. No pipes, ducts or building alterations needed. Works all day for a few pennies.

Telephone Riverside 3921
for the name of your nearest
Fedders Dealer

MELETIO DISTRIBUTING COMPANY
Central Expressway at Young

Women in Business

Louise Harkins

By Roy Johnson

MRS. Louise Harkins, secretary of the Dallas chapter of the National Secretaries Association, is in Dallas because she felt it would be "easier to make a Texan out of me than a Yankee out of my husband."

The New York City-born secretary to Sig H. Badt with Southwestern Life Insurance Company says she has never regretted moving to Dallas.

Mrs. Harkins was educated in the public schools of New York and was graduated from Packard Business College there.

On leaving college she took a secretarial position with Wellington-Sears Company, textile agents. Next she was appointed executive secretary of the National Broadcasting Company.

She met and married John Harkins of Dallas while with N.B.C. Mr. Harkins was in New York while in the armed forces. When John, Jr., came along in 1945 and her husband was discharged from the service, the family moved to Dallas and Mrs. Harkins soon after took a secretarial job with the Sherwin-Williams Paint Company.

From Sherwin-Williams, Mrs. Harkins joined Mr. Badt in 1949.

During National Secretaries Week, beginning May 22, the "secretary of the secretaries" was also named chairman of the week's activities.

Miss Virginia Bell handled program arrangements for a one-day Institute for secretaries which was the highlight of National Secretaries Week. The institute featured Dr. Arthur A. Smith, vice president and economist of the First National Bank in Dallas; Dr. Pauline Mack, faculty member of North Texas State College, and Miss Anne Moore of Austin, a member of the institute for certifying professional secretaries.



LOUISE HARKINS

The N.S.A. is the world's largest association of women in one business, Mrs. Harkins said. Each member works for the aims of the association—the advancement of the secretarial profession through educational programs and service to the community.

The Dallas chapter has participated in the past as volunteer workers for the March of Dimes Telethon, the U.S.O., Goodwill Industries, Veterans hospitals and the American Red Cross.

As part of the educational program, the chapter is sponsoring a series of study courses in economics and business administration, business law and secretarial accounting.

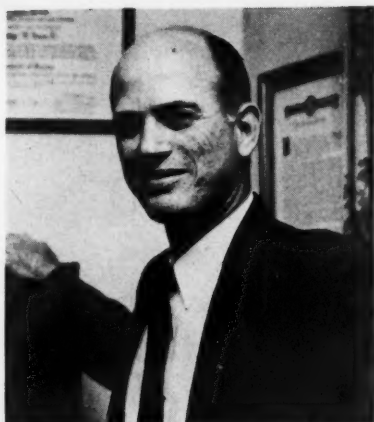
The association also sponsors a two-day test of secretarial ability and skills in order to upgrade the profession and to make available to management highly qualified executive secretaries. A certificate of Certified Professional Secretary is awarded to those passing the examination.



MEMBER SOCIETY OF INDUSTRIAL REALTORS

HOWELL H. WATSON
Realtor

Fidelity Union Life Building • DALLAS • Phone RA-5484



Heads Diabetes Group

Dr. George M. Jones of Dallas has been elected president of the Texas Diabetes Association. Dr. David W. Carter, Jr., was elected councilor of the group.

★

Allis-Chalmers Manufacturing Company, Inc., has named F. L. BOYLE industrial sales manager of the tractor division and EUGENE METCALF, his assistant.

★

A Dallas investment man, WILLIAM J. GARRETT, has been named sales manager and assistant to the president of Mid-Texas Trust and Insurance Securities Corporation.

FORREST AND COTTON

Consulting Engineers

Practorian Building

Phone RA-4341

Dallas



HINTON & LOCKE, INC.

Real Estate Loans

Reserve Loan Life Bldg.

Phone RI-4663

For MANAGEMENT ENGINEERING service engineered sales story, management survey, organization charting, other management betterment installations, write or phone

NATHE P. BAGBY, Management Consultant
717 Nesbitt • DALLAS • TR-5737

DALLAS • MAY, 1954

TEMCO capabilities ...you can count on

ENGINEERING VERSATILITY

Engineering versatility is the basis of TEMCO's ability to contribute materially to every phase of aircraft manufacture. TEMCO's integrated management-engineering staff is thoroughly acquainted with the production problems that exist in the building of high speed aircraft — so important to the growing strategic air force. Working as subcontractors for seven leading aircraft producers, TEMCO also is in the production study stage on aircraft of its own design.

TEMCO's engineering versatility is matched by its technical skill. Combined, they will continue to produce a quality product — on schedule — at lowest possible cost.



Plants at: DALLAS ... GARLAND, TEXAS ... GREENVILLE, TEXAS

FOR EXPERIENCED SERVICE OF

Chrysler  *Airtemp*

AIR CONDITIONING

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Matthews Engineering Company

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TEXAS
OFFICE FURNITURE CO.

2214 MAIN ST. • DALLAS, TEXAS • RI-3449

Art Metal Desks
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Art Metal Filing Cabinets
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Fine Furniture Refinishing
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MOVE...

...Without a Care or Worry!

• Busy executives appreciate Dallas Transfer's Outstanding Household Goods Moving and Storage Service! Across town, or across America, let Dallas Transfer handle your next move from start to finish. Modern, weatherproof vans; thick, clean pads; expert packers to move you efficiently and on schedule. Call RA-7111.

AGENT: ALLIED VAN LINES

ESTABLISHED 1875

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President

C. E. Bradley
Vice-President

R. M. Waskom
Sec'y-Treas.

Dallas Transfer
**AND TERMINAL
WAREHOUSE CO.**

2ND UNIT SANTA FE BLDG.



Elected Vice President

Milton E. Patterson, national bank examiner with the Wichita Falls and Dallas districts, has been named vice president and advisory director of the Empire State Bank. Mr. Patterson has been associated with banks in Hillsboro, Odessa and Seagraves. He served five years in the Air Force, being discharged with the rank of colonel. His education came from Hillsboro High School, Metropolitan Business College and the Army Finance School of Duke University.

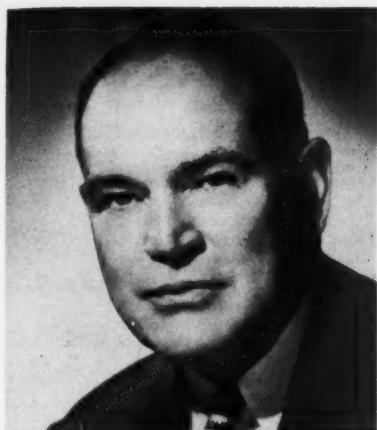


New Advertising Director

Richard M. Perdue, former advertising manager for Browning-Ferris Machinery Company, has been named advertising manager of Ideco, a division of Dresser Equipment Company. Mr. Perdue is a member of the Dallas Advertising League, American Marketing Association and Alpha Delta Sigma, advertising fraternity. Ideco is a manufacturer of equipment and supplies for oil well drilling, workover and service.

★

RAY WILD has been promoted to southern regional manager for United Television programs.



Dental Society President

Dr. Earle Williams has been installed in the presidency of the Dallas County Dental Society. Dr. Joe H. Smith was named vice president, Dr. W. C. McCaskill, Jr., president-elect and Drs. Williams, McCaskill, Smith, O'Neal M. Gray, E. T. Gillean and Joe Favors, directors.



Alford Vice President

Edward M. Polakoff has been appointed vice president of Alford Refrigerated Warehouses, Inc., and will act as co-ordinator between the company and its national accounts. The Cadiz Street warehouse, with 15,000,000 cubic feet of space, is the largest of its kind in the world.

★

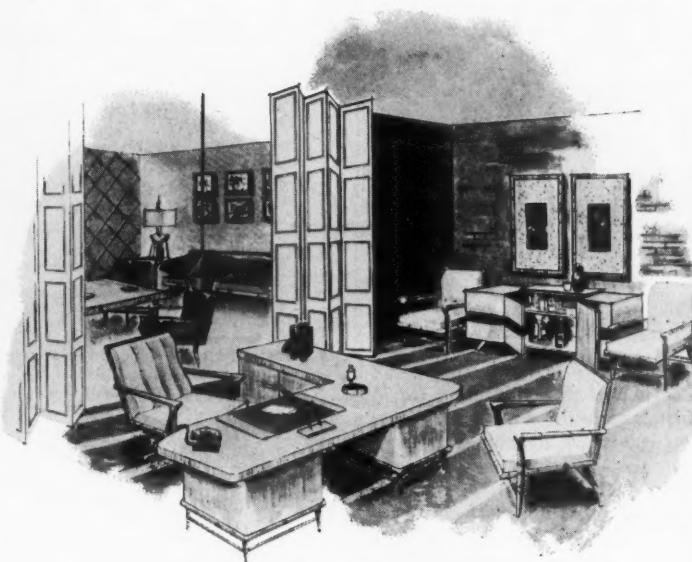
The president of Braniff International Airways, CHARLES E. BEARD, has been named a member of the board of trustees of the United States Inter-American Council.

★

Garrett & Company, Dallas investment bankers, has added ROGERS RAY, JR., to the firm's sales staff.

DALLAS • MAY, 1954

.... This Office Started with a BUILDING PLANNING SURVEY



—for entire buildings or single offices . . .

. . . A building planning survey will show you how to get more efficiency, and more utility, more prestige, from office space. Interior design services, from recognized experts in the field, can help you . . . and do it well within your budget.

—for detailed information write . . .



FOSTER-McCLURE and Associates

Planners & Designers of Commercial, Industrial, Institutional Interiors

TULSA — 1517 S. Main St. — Main Office Dallas Now Being Established



SINCE 1920

**Listed and Unlisted
Stocks & Bonds
Municipal Bonds**

**Bought
Sold
Quoted**

DALLAS UNION SECURITIES COMPANY

DALLAS, TEXAS

502 Dallas National Bank Bldg.

TELEPHONE: RI-9021

FORT WORTH, TEXAS

423 Fort Worth National Bank Bldg.

TELETYPE: DL 390

TELEPHONE ED-1248

Members

Midwest Stock Exchange

American Stock Exchange (Associate)

The Future of Dallas

The future of Dallas will be what its business leaders and its people make it.

Dynamic Dallas resulted from the faith, confidence and persistence of its pioneer civic leaders. The amazing thing about Dallas is what it is today compared with a half-century ago—how time and again Dallas achieved the impossible.

Every month for 32 years—DALLAS has sold Dallas and the Southwest. It has reflected the Dallas Spirit—confidence in the future. Every month—it has given every member the factual story of city and area growth and development.

Every sale is based on confidence in the future. The firms who advertise in DALLAS capitalize on this axiom. You can sell better when you place your sales message where Key Executives can read it in an atmosphere of confidence.

★

DALLAS

Call
PRospect 8451

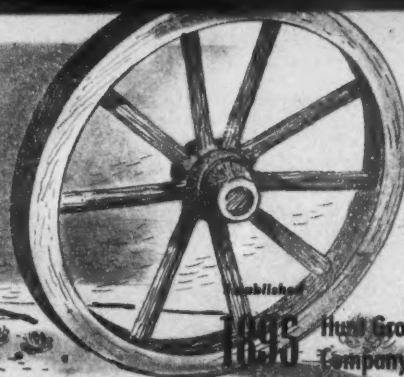
TOM McHALE
Advertising Manager

Business Magazine of America's
Number One Region of
Opportunity

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Dallas PIONEERS



1857 Sanger Bros.
in Texas
Owned Dallas Store in 1872

1869 The Schoellkopf Company
Manufacturers and
Wholesale Distributors

1872 Waples-Platter Company
White Swan Fine Foods

1874 Bolanz & Bolanz
Real Estate and Insurance

1875 First National Bank in Dallas
Banking

1876 Trezevant & Cochran
Insurance Managers

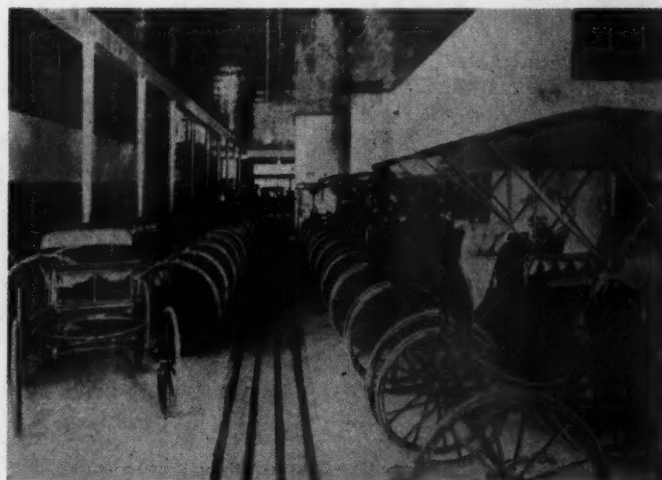
1885 Mosher Steel Company
Structural Reinforcing
Steel and Machinery Repairs

1890 William S. Henson, Inc.
Advertising Printing

1892 The Egan Company
Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry and Cleaners
Laundering, Cleaning,
and Fur Storage

1893 Fleming & Sons, Inc.
Manufacturers — Paper
and Paper Products



THE splendor of Dallas at the height of the horse and buggy era is reflected in this 1904 photograph of the interior of Fife and Miller's Fine Vehicle House in Dallas. Rubber tires, leather tops, upholstered seats and side lamps represented the last word in equipment and luxury. In that era Dallas was the largest center of harness manufacture and vehicle distribution in the nation. Dallas economy was definitely tied to the horse in that period and in 1907 Lindsley Waters, a Tennessee farm youth, came to Dallas and started a one man dairy which was also a one-horse distribution operation. Milkmen of that period delivered to the housewife in galvanized cans and poured long and short quarts into jars and pitchers. Young Waters pioneered a number of revolutionary sanitary innovations in Dallas. He constructed a sanitary milk barn, kept its floors scrubbed and its windows screened to keep out flies. Milkmen were required to take a shower and put on clean uniforms before each milking. A milk room was installed where the milk was quickly cooled and bottled by machines which automatically capped and sealed sterilized bottles. About 1920, Tennessee Dairies pioneered with a pasteurizing plant. Throughout the years the company has continued to expand and grow with the Dallas Southwest. In August of 1952 the firm exchanged stock with Foremost Dairies, Inc., and Tennessee is now a subsidiary of this national group.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



1893 Hunt Grocery Company
Fancy Foods Imported and Domestic,
Fine Food Gifts, All the Staples

1897 Anderson Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral & Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1902 Cullum & Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1903 First Texas Chemical Mfg. Company
Pharmaceutical Manufacturers

1903 Republic Insurance Company
Writing Fire, Tornado, All Risk Lines,
Inland Marine, and Automobile
Insurance

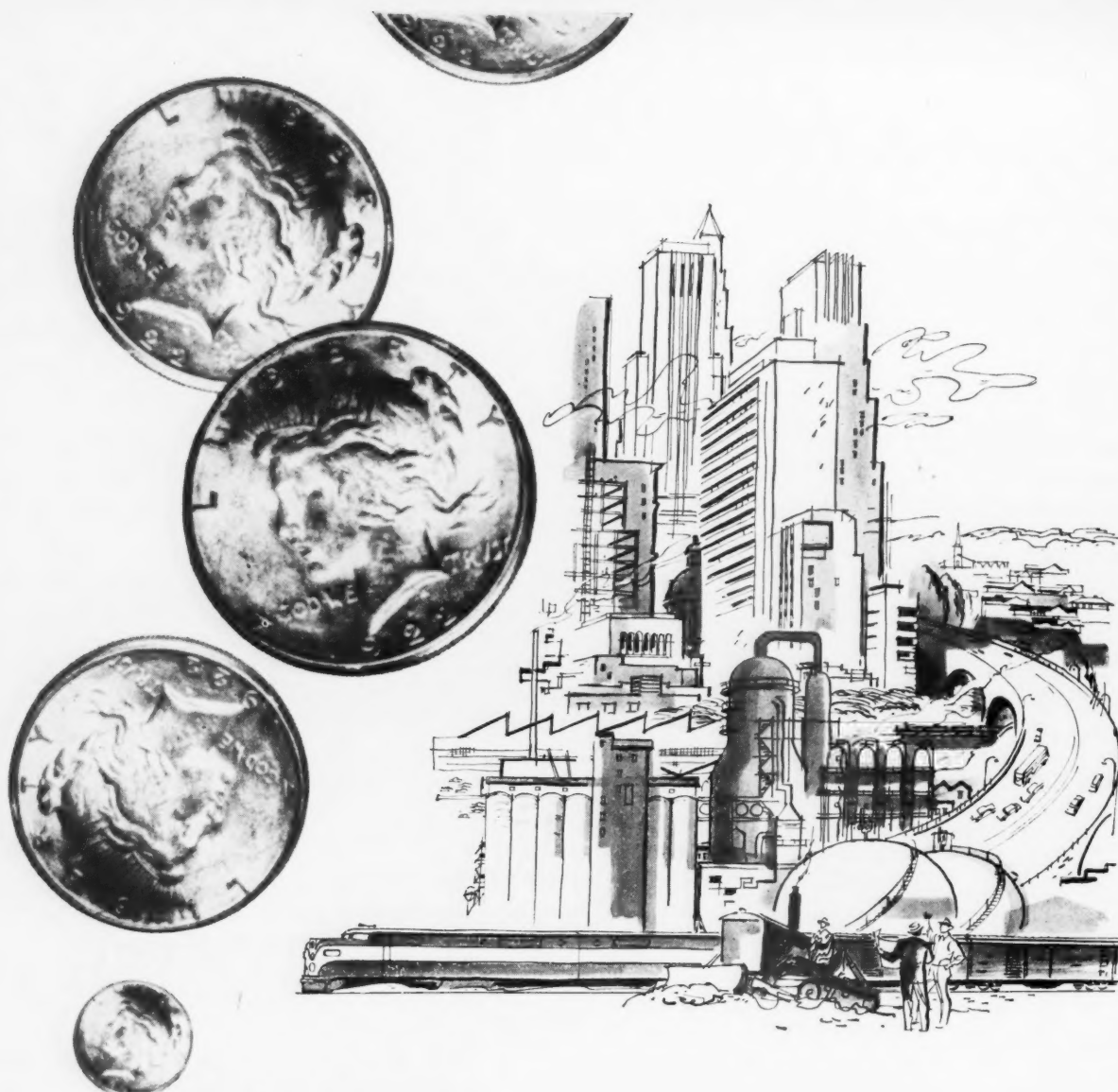
1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1906 Hesse Envelope Company
Manufacturers of Envelopes
and File Folders

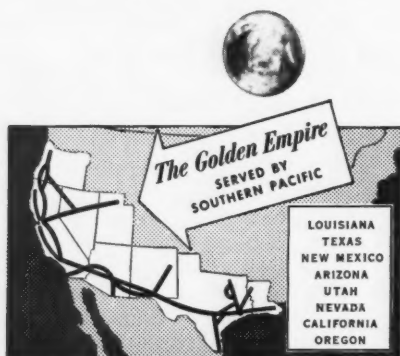
1906 Geo. W. Works and Company
Realtors — Insurance

1907 Tennessee Dairies, Inc.
Foremost Dairy Products

1911 Graham-Blown Shoe Company
Manufacturing
Wholesalers



SP "deals in futures" with development dollars



Dollars Southern Pacific invests in new equipment, plant improvements, industrial sites, are development dollars—dollars spent to improve and expand service to the community. Such development dollars help to build communities . . . to broaden markets . . . to insure the future.

Since World War II, Southern Pacific has invested over 650 million dollars on improvements to our lines and facilities. This money was invested by SP not only to meet the needs of the present, but to keep pace with the future demands of this rapidly expanding area.



S·P

A SYMBOL OF
WESTERN PROGRESS

If you plan to expand into the Golden Empire, write:
F. L. Gordon, Freight Traffic Manager
Southern Pacific Lines, Houston, Texas

Imagine a Motor Oil that adds Octanes to Fuel Performance!

Boosts Gasoline Mileage Up to 23%!

Today, there is documented proof that New Mobiloil Special *actually boosts engine power*—equivalent to raising gasoline performance as much as 5 octane numbers. In hundreds of cars, it reduced the octane requirement of every type of engine tested.

After just 2 crankcase changes, this new motor oil has given engines—which “knocked” badly before—new-car pep and knock-free power.

- New Mobiloil Special cleaned up engines of all ages and kept them clean as no other oil ever has before.
- It corrected or relieved spark plug misfiring and pre-ignition “ping” (most common in late model cars).
- It reduced the rate of corrosive and mechanical wear to practically zero.
- It provided instant starts in sub-zero cold and complete protection at abnormally high temperatures.

This single grade is recommended for use in



any climate, any season, in place of SAE 5W - 10W - 20W or 30 motor oil.

By raising efficiency and cutting waste, New Mobiloil Special will also *increase gas mileage up to 23%* and add years to the life of any car engine.

Change to New Mobiloil Special...it's like adding octanes to fuel performance.

Get New Mobiloil Special from Your Friendly Mobilgas Dealer

MAGNOLIA PETROLEUM COMPANY



Dallas Public Library
Periodical Division
1926 Commerce St.
Dallas 1, Texas

D



Ask a Mercantile Man about Installment Financing

If you own or operate a business, chances are you may need help one of these days in financing the purchase of new fixtures, equipment, or air-conditioning. Or perhaps you need to finance your inventory, until it's converted to cash. See a Mercantile man about arranging a low-cost Business Installment Loan.

You'll find him friendly, easy to approach and genuinely interested in your financial needs. In fact, he can often give you sound, practical suggestions about your financing. Payments are tailored to your needs. You also establish valuable bank credit when you use Business Installment Financing.

Mercantile National Bank
DALLAS, TEXAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



